CHNOLOGY DEPT.

JUNE 11, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRY
TECHNOLOGY DEPT
96 PUTNAM DR
DETROIT 2 MICH

PUBLIC LIBRARY
JUN 11 1951
DETROIT

HIS ISSUE:

Shows 95.6%
s Homes
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NARTB
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Plumps for
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Find Radio
Medium
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ASTING
s Page 63

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Newsweekly
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ear

Annually
weekly

The Purpose of Advertising is to get

RESULTS

Program ratings—popularity of entertainers—readership or listenership—even rates—are all secondary to the main purpose of advertising . . . to produce the results desired—and at a profit.

Advertising results in radio are dependent upon the "listener-endorsement" enjoyed by the station. Acceptance, belief, listener loyalty, responsiveness—are basic ingredients of advertising results.

Thru 27 years of result-ful operation, WLS has developed and maintained these ingredients. Proof of tangible results WLS advertisers have consistently enjoyed . . . results in the form desired by the advertiser . . . is available in *quantity*—with new records being continually established.

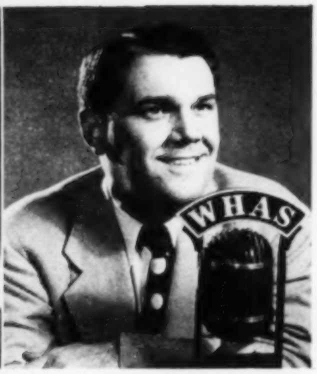
WLS has an accepting, believing, loyal audience who have made the station the Midwest's most powerful advertising buy. Ask your John Blair man to show you evidence of the proven power of WLS to get results . . . and at a profit-making cost.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



News Director DICK OBERLIN

PETE FRENCH

PAUL CLARK

BOB BOAZ

PETE HACKES

ALICE WATKINS

STEVE HINDERER

ED WHITE

gone to Haiti . . .
(on vacation)

. . . . KENTUCKIANA'S ONLY COMPLETE RADIO NEWS STAFF . . . .

assures QUALITY OF WHAS PROGRAMMING

No other program, local or network, in competition with WHAS news can top the rating of these newscasts

A.M.

7:00-15 Paul Clark
7:30-45 Bob Boaz
7:45-00 World News (CBS)

P.M.

12:30-40 Paul Clark

P.M.

5:30-45 Pete French
5:45-00 Lowell Thomas (CBS)
6:45-00 Paul Clark
10:00-15 Pete French
10:00-15 (Sunday) Paul Clark

Good local newscasts don't just happen. The around-the-clock local news coverage enjoyed by WHAS listeners is the work of a complete staff of trained news writers and announcers . . . the newsroom that has earned two first-place N.A.R.N.D. awards in the last two years.

Only the 7:45 CBS World News Roundup is available . . . better see your Petry man now.

CBS

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

NEIL D. CLINE, Sales Director • VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

USS

FIFTY YEARS OF SERVICE TO THE NATION

1901 · 1951

UNITED STATES STEEL

again presents the

NBC SYMPHONY SUMMER CONCERTS

World-famed Conductors ♪ Distinguished Soloists

For the third season, the U. S. Steel Hour is proud to present the NBC Symphony in a series of summer concerts, broadcast from New York's famous showplace—the air-conditioned Center Theatre in Radio City.

The orchestra will play under the batons of some of the world's greatest conductors—including Alfred Wallenstein, Sigmund Romberg, Arthur Fiedler, Percy Faith, Antal Dorati, and Harold Levey.

Patrice Munsel, Alec Templeton, Anne Jeffreys, Ezio Pinza, Dorothy Kirsten, John Baker, and Jan Peerce are just a few of the distinguished stars of opera, concert and musical comedy who will appear as soloists.

GEORGE HICKS *speaking for U. S. STEEL*

SUNDAY EVENINGS

8:30 NBC NETWORK
P.M. (EDT)

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING ...at deadline

Closed Circuit

FORD FOUNDATION, half-billion dollar philanthropy which has made several grants to educational groups for educational radio and TV, may change course and promote educational programming through commercial telecasting. James Webb Young, veteran J. Walter Thompson executive and consultant to foundation, has discussed question with network and NARTB officials, has told them if practical plan can be evolved, Ford Foundation would put "substantial" funds into it.

NO ANNOUNCEMENT may be forthcoming for days, but NBC has concluded affiliation with WDSU and WDSU-TV New Orleans, in lieu of WSMB, its long-time affiliate. Slated to become effective in October, it's probable both parties will agree to summer switch, with WSMB going ABC. Since WSMB is owned 50% by United Gulf Theatres, which in turn is owned by United Paramount, its shift of network affiliation is logical. WDSU principally owned by Lt. Edgar B. Stern Jr., on active duty with Army Signal Corps, and managed by Robert D. Swezey, who holds minority interest.

FCC HAS decided it isn't in sympathy with proposal of Rep. Emanuel Celler (D-N. Y.), to require commercial TV stations to allot 25% of their time on air for educational purposes. FCC now is on tentative record by majority vote in favor of "reservation plan" whereby educators would get roughly 10% of allocated TV facilities.

IN RE EDUCATIONAL reservation problem, Comr. Frieda B. Hennock, who is still plumping for 25% instead of 10% of allocations for education, may throw another surprise by proposing that schools in given areas be awarded facilities cooperatively and share costs on pooled basis.

AT LEAST four advertising agencies have been asked to submit bids for Lever Bros. Pepsodent Division's $3½ million advertising account. Agencies are Kenyon & Eckhardt, Ruthrauff & Ryan, N. W. Ayer and McCann-Erickson. Account is handled by Foote, Cone & Belding and recently dropped sponsorship of *My Friend Irma* on CBS.

OFFICIAL and emphatic denials from Comdr. Mortimer W. Loewi that he has any intention of resigning as director of DuMont TV network failed last week to halt flow of reports that Mark Woods, ABC vice chairman, would shortly replace him. Mort Watters, general manager of WCPO Cincinnati, also was named as possible new operating head of DuMont. DuMont spokesmen point to repetition of "M. W." initials and insist it's all case of mistaken identity. Adding to confusion, Mr. Woods also reported about to assume top broadcast media post with major advertising agency.

KELLOGG Co., Battle Creek, expecting to move two of its programs from Mutual to ABC, effective early October. New time on

(Continued on page 98)

Upcoming

June 10-13: Advertising Federation of America, Annual Convention, Hotels Chase and Park Plaza, St. Louis.

June 11: Deadline for replies to initial comments on FCC Revised TV Allocation Plan.

June 12-16: National Assn. of Radio Farm Directors, St. Louis and Fayetteville, Ark.

June 15: Hearing on Radio-TV coverage of Congress, Senate Executive Expenditures Committee, Senate Office Bldg., Washington.

(More Upcomings on page 74)

Bulletins

NCAA TV Committee after meeting Friday refused to retreat from its insistence upon "experimental" telecasting of college football this fall (story page 34). U. of Pennsylvania, meanwhile, asked for hearing on group's ruling that school was in bad standing as result of its decision to have its games telecast.

HUDSON MOTOR CARS, through Brooke, Smith, French & Dorrance, Detroit, planning spot campaign using half-hour radio program for six weeks, starting this month.

DODGE MOTOR CARS, through Ruthrauff & Ryan, preparing three-week radio spot announcement campaign beginning late June.

RED GOOSE TV SHIFT

RED GOOSE SHOES (Freedman Shelby Division of International Shoe Co.), St. Louis, understood to be launching network TV show, *Kids & Co.*, Saturday, 11-11:30 p.m., on DuMont Network starting early September. Shoe firm is handled by Westheimer & Block, St. Louis, and show will be produced by agency's New York office, Wyatt & Schuebel. Account is reversing its former policy of sponsoring local TV shows. This switch relocates its advertising budget so Westheimer & Block increases its billing share of Freedman Shelby business.

Business Briefly

NESTLE SPOTS ● Nestle Co., Colorad Springs (Nesta instant tea), sponsoring radi and television campaign in 11 markets. Nestl will use participation programs as well as 2 second and one-minute spots. Agency, Need ham & Grohmann, New York.

McCONNELL STATES FAITH IN FUTURE OF RADIO

NBC President Joseph H. McConnell assure radio-wide Affiliates Committee Friday, he ha "great faith in the future of radio," is makin substantial investment in programming, i conducting aggressive sales and promotio campaigns, and with committee of affiliates ha undertaken "a broad and comprehensive eco nomic study of network broadcasting" as fo low-up to recent network radio rate cut.

Letter, sent to affiliates committee chairman Paul W. Morency, WTIC Hartford, was i reply to committee's request to network presi dents to go on record as to their views on radi [BROADCASTING • TELECASTING, May 21] Pointing out that NBC owns six radio stations Mr. McConnell observed: "Obviously, our ow self-interest requires us to do everything i our power to maintain network radio at th highest possible level."

Paraphrasing Winston Churchill's famou remark, he said: "I did not become presiden of NBC for the purpose of presiding over th dissolution of the NBC radio network." NB is "probably the biggest single contributor o dues to BAB because of membership of th stations which we own," he said.

LUCKY BUYS EARLY AM

IN FIRST USE of early-morning radio, Ame ican Tobacco Co. (Lucky Strikes) signs f two five-minute strips on Mutual: *Arthur Va Horn and the News*, Monday through Friday 8:55-9 a.m., and *Talk Back*, featuring Happ Felton, Monday through Friday, 10:55-11 a.m effective July 2. *Van Horn* to be rebroadca for west coast at 1:55 p.m. New York tim Agency is BBDO, New York.

GE Sees UHF Ready for Wide TV Coverag

PROSPECTS for successful UHF TV operation in very near future—with full 200-kw effective radiated power through 890 mc, coverage comparable to VHF and costing less than VHF—revealed by General Electric Co. in detailed Washington showing of new equipment and report of TV progress to FCC and consulting engineers.

Low power, low cost UHF unit also disclosed which is held to make TV outlet possible in every community which supports local daily newspaper or even "good weekly."

G. F. Metcalf, manager of GE commercial equipment division, is "confident" GE will be able to construct transmitters, other technical units, concurrent with defense production, though there may be "some delay." He saw such commercial broadcast production possible as long as current conditions of "dual economy" prevail.

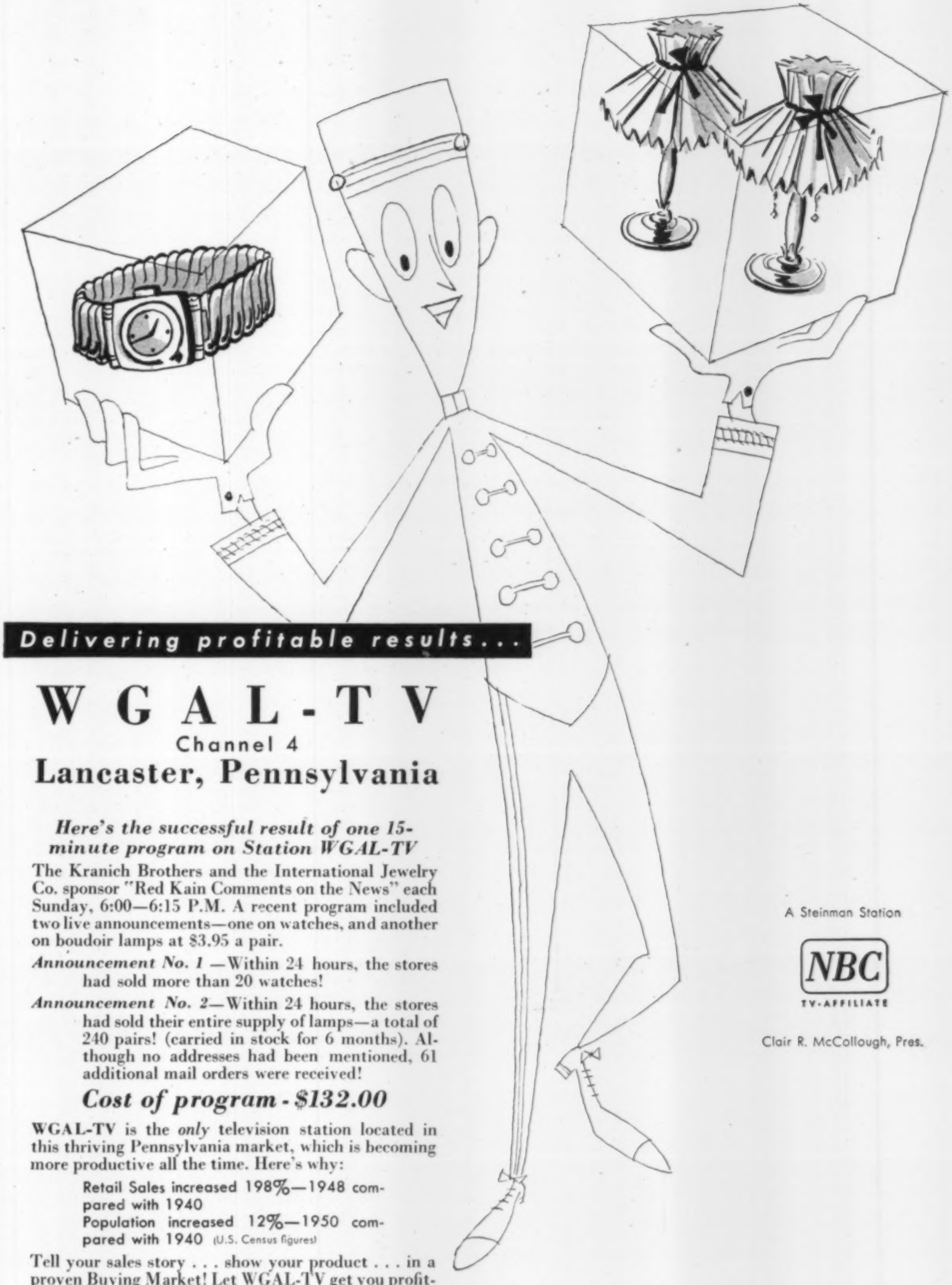
Unofficial guess is new UHF transmitter can be delivered 15 to 18 months after orde GE has 12 to 15 such units now in productio delivery expected September-October 1952.

P. L. Chamberlain, GE sales manager, w read statement from GE Vice President D W. R. G. Baker on composite color syste standards resolved by Ad Hoc Committee National Television System Committee (s early story page 65), explained GE's new 1 kw UHF transmitter and 25-gain ante which will provide 200-kw ERP maximum lowed by FCC in revised TV allocation pl He envisioned grass roots TV stations possi through low power, low cost UHF units al soon available.

L. R. Fink, engineer in charge GE broadc receiver division, outlined UHF set situati explained while noise factor of UHF tubes greater than VHF, antenna gain of UHF

(Continued on page 98)

XUM



Delivering profitable results...

WGAL-TV

Channel 4

Lancaster, Pennsylvania

Here's the successful result of one 15-minute program on Station WGAL-TV

The Kranich Brothers and the International Jewelry Co. sponsor "Red Kain Comments on the News" each Sunday, 6:00—6:15 P.M. A recent program included two live announcements—one on watches, and another on boudoir lamps at $3.95 a pair.

Announcement No. 1 —Within 24 hours, the stores had sold more than 20 watches!

Announcement No. 2—Within 24 hours, the stores had sold their entire supply of lamps—a total of 240 pairs! (carried in stock for 6 months). Although no addresses had been mentioned, 61 additional mail orders were received!

Cost of program - $132.00

WGAL-TV is the *only* television station located in this thriving Pennsylvania market, which is becoming more productive all the time. Here's why:

Retail Sales increased 198%—1948 compared with 1940

Population increased 12%—1950 compared with 1940 (U.S. Census figures)

Tell your sales story . . . show your product . . . in a proven Buying Market! Let WGAL-TV get you profitable results!

A Steinman Station

NBC
TV-AFFILIATE

Clair R. McCollough, Pres.

WGAL AM TV FM *Represented by* **ROBERT MEEKER ASSOCIATES** Chicago • San Francisco • New York • Los Angeles

"BOSTON BLACKIE"

the half-hour adventure detective show that GETS RESULTS

NOW IN

6TH YEAR

IN MINNEAPOLIS, consistently outrating important network shows on all stations.

5TH YEAR

IN NEW ORLEANS, consistently delivering a large and loyal audience, proving radio's greatest point-per-dollar buy.

4TH YEAR

IN RALEIGH, consistently selling for Carolina Power and Light Company.

He'll get results for you, too!

Results that will pay off in renewal after renewal for you . . . high ratings and increased sales for your sponsors.

For details, write, wire or phone at once to

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Census Finds 40 Million Radio Homes 23
NARTB Board Completes Realignment 23
Freeze Lift Delay Urged by Benton 25
Transit Radio Appeal to SCOTUS Seen 25
RTMA Warned of Manpower Shortage 26
Ad Budget Safe, OPS Assures Industry 26
Miller, Fellows Inducted into NARTB Posts 27
Industry Pays Tribute to Johnny Gillin 27
Businesswise Bankers Find Radio Top Medium 28
New BAB Campaign Unveiled by Ryan 29
ABC-UPT Merger Delays Seen 29
Petrillo Hits Local 802 'Elite' 30
Mason Urges Free Enterprise Defense 30
Radio-TV Hill Coverage Study Is Set 32
NPA Studies Replacement Priorities 32
Penn. U. Defies NCAA 34

TELECASTING Starts on Page 63

DEPARTMENTS

Agency Beat 10
Aircasters 84
Allied Arts 94
Editorial 52
FCC Actions 88
FCC Roundup 96
Feature of Week 16
Front Office 54
Milestones 92
New Business 14
On All Accounts 10
Open Mike 18
Our Respects to 52
Public Interest 20
Programs, Promotions, Premiums 87
Strictly Business 16
Upcoming 74

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

the TOUR TEST *proves*

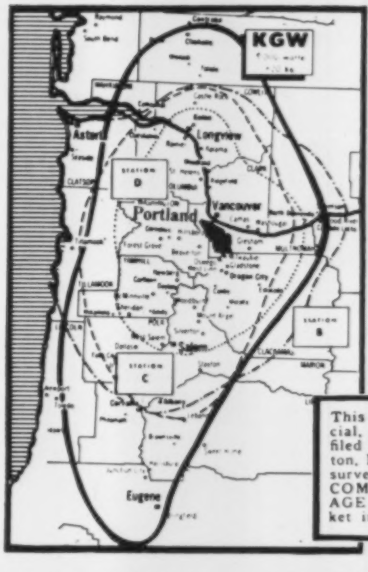
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....*in the* OREGON MARKET

Here Louella King, KGW Model, assists loggers, W. J. Mahoney and Bill Heyne at log pond of the Mammoth Cascades Plywood Corporation plant in Lebanon, another of the fast-growing communities included in KGW's COMPREHENSIVE COVERAGE. Lebanon, also noted as home of famed "Strawberry Festival", has historic past, indicated in second picture showing monument at site of Santiam Academy established in 1854.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW

30th YEAR

NBC AFFILIATE

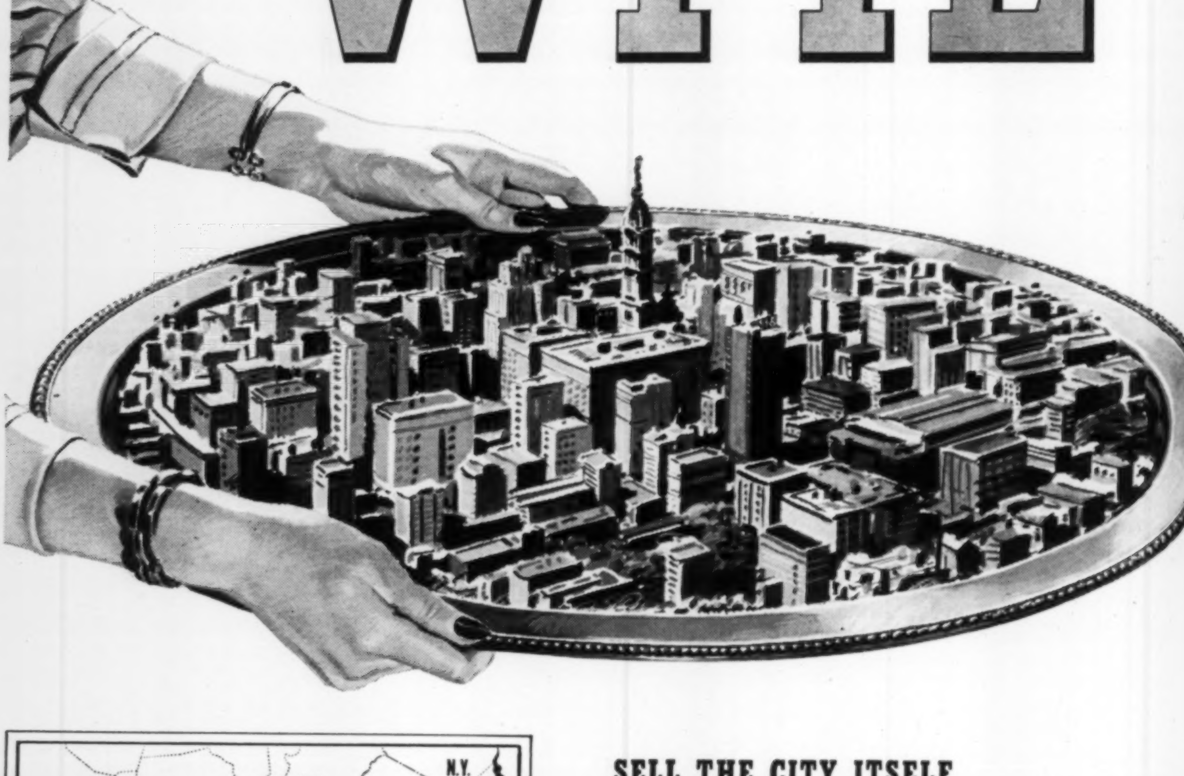
PORTLAND, OREGON

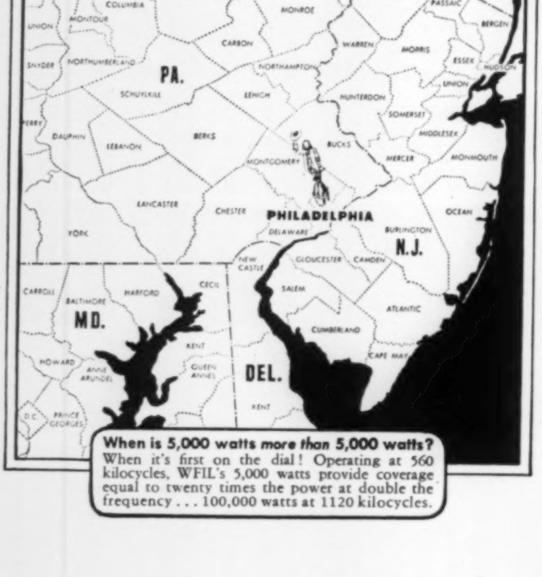
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

There's $6 Billion

WFIL-




N.Y.
ROCKLAND
LUZERNE
COLUMBIA
MONTOUR
UNION
SNYDER
NORTHUMBERLAND
PA.
SCHUYLKILL
CARBON
MONROE
SUSSEX
PASSAIC
BERGEN
WARREN
MORRIS
ESSEX
HUDSON
NORTHAMPTON
LEHIGH
HUNTERDON
UNION
SOMERSET
PERRY
DAUPHIN
LEBANON
BERKS
BUCKS
MIDDLESEX
MONTGOMERY
MERCER
MONMOUTH
LANCASTER
CHESTER
PHILADELPHIA
OCEAN
DELAWARE
BURLINGTON
YORK
NEW CASTLE
GLOUCESTER
CAMDEN
N.J.
CARROLL
BALTIMORE
HARFORD
CECIL
MD.
SALEM
ATLANTIC
CUMBERLAND
KENT
HOWARD
ANNE ARUNDEL
QUEEN ANNES
DEL.
CAPE MAY
KENT
D.C.
PRINCE GEORGES

When is 5,000 watts *more than* 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

SELL THE CITY ITSELF

The "Hard $ell" is WFIL's specialty. That's what you need in Philadelphia's highly competitive city zone market. Concentrated here is more than half the area's $6,638,759,000 effective buying income. Here are more than two million people who spend $2,209,935,000 in retail stores alone. Here four-fifths of the city's radio families make a habit of tuning WFIL. That's why WFIL can do your hard-selling job. You're first on the dial when you schedule WFIL.

Waiting for you in

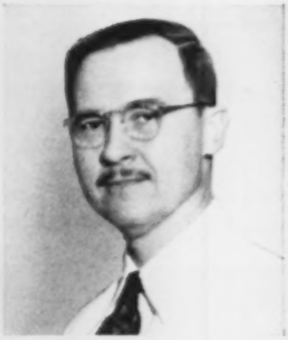
adelphia

.Come and get it!

LEAH M. KATZ, Burlington housewife—She buys for an all-important home . . . a radio-equipped home, one of 1,242,000 in the 14-County Philadelphia Retail Trading Area. Households like hers help consume $1 billion worth of food a year.

J. I. McDONELL, Atlantic City hotel man—Gracious host at the Chalfont-Haddon Hall, Mr. McDonell sees thousands of vacationers each year . . . and millions more spend $82,523,000 in WFILadelphia's 756 hospitable hotels.

RAYMOND F. SWENSON, Philadelphia auto dealer—WFIL-adelphians own 901,189 automobiles . . . each year they buy $508,287,000 worth of new and used cars from men like Mr. Swenson, Vice-President of Alvin A. Swenson, Inc.



J. D. BRANDNER, Wilmington scientist—As a research executive of the Atlas Powder Company, Dr. Brandner guides others in the search for new products and processes. He is one of 115,000 professional people in the 14-County market.

SELL THE WHOLE 14-COUNTY MARKET

You lose half the market, half the sales unless you hit hard in all 14 populous counties of the Philadelphia Retail Trading Area. You hit hard with WFIL's 5000 watts—a beam that outpulls 50,000 watts in 11 of the 14 counties. Cash in on this rich potential . . . 4,400,000 people . . . $4 billion in retail sales. Cash in, too, on WFIL's tremendous bonus area outside the Retail Trading Area. Total coverage: 6,800,000 people with buying power of more than $9 billion. Schedule WFIL.

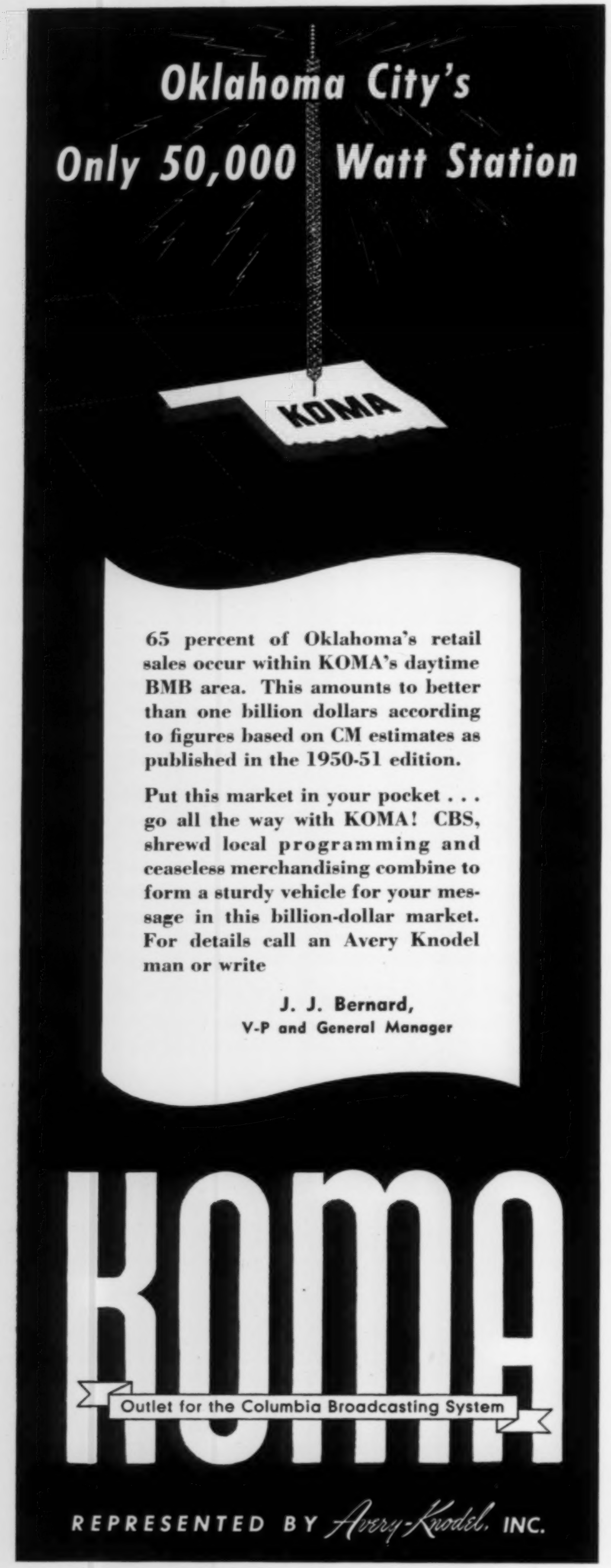
WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY


Oklahoma City's Only 50,000 Watt Station

KOMA

65 percent of Oklahoma's retail sales occur within KOMA's daytime BMB area. This amounts to better than one billion dollars according to figures based on CM estimates as published in the 1950-51 edition.

Put this market in your pocket . . . go all the way with KOMA! CBS, shrewd local programming and ceaseless merchandising combine to form a sturdy vehicle for your message in this billion-dollar market. For details call an Avery Knodel man or write

J. J. Bernard,
V-P and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

agency

ARTHUR J. DALY, radio-TV director, Peck Adv. Agency, N. Y., to Geyer, Newell & Ganger, same city, as TV program manager in radio and TV department. Currently he is working on Nash-Kelvinator's *Paul Whiteman TV Teen Club*, ABC-TV, Sat., 8-9 p.m.

CHAMP HUMPHREY, ROY S. LANG and **JOHN H. LEACH** elected vice presidents Gardner Adv. Co., St. Louis. Mr. Humphrey is director of media and research, and Messrs. Lang and Leach are account executives.

THOMAS L. GREER, J. Walter Thompson, N. Y., to Harry B. Cohen Adv. Co., N. Y., as vice president in charge of all media departments. **EDWARD ALESHIRE**, coordinator of creative work, appointed executive vice president in charge of general planning and contact functions.

HARVEY H. STROBUSCH, vice president and Pacific Coast manager Knox-Reeves Adv. Inc., to Frederick Seid Adv., S. F., as management associate.

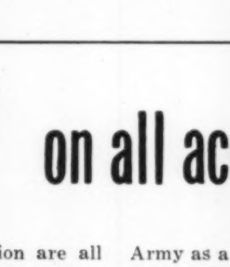
DON E. JORDAN, copy chief, Grant Adv., N. Y., to Morey, Humm & Johnstone, same city, as member creative staff.

CLAYTON GOING, BBDO, N. Y., transfers to firm's S. F. office as account executive.

---

on all accounts

RADIO and television are all Greek to Arthur Stephen Pardoll, radio and television timebuyer for Sullivan, Stauffer, Colwell & Bayles, New York. This fact makes him one of the most capable executives in his field, for Mr. Pardoll was, in his undergraduate days at Yale, an outstanding student of the classics and winner of the coveted Noyes Cutter Award for his translation of the New Testament into Greek.


Mr. PARDOLL

Mr. Pardoll's first job after graduation was as a high school teacher in New Haven. While teaching he wrote promotional pieces for his father, who was an industrial inventor. The experience prompted him to withdraw from teaching in 1937 to join Young & Rubicam, New York.

At Y&R he worked in production and in research under Dr. George Gallup. In 1939 he became spacebuyer on Lever Brothers, General Foods and several other accounts. Then came the war, and he left the agency in August 1942 to join the Army as a private.

He ended his service as a captain, operating finally as Information and Education Officer of the 33rd Infantry Div. in Japan. Previously he had received a Bronze Star for his service in the Philippines, with the 33rd Artillery Div.

After the war he returned to Y&R, where he was named radio and television timebuyer.

In August 1948 he was invited—and accepted the invitation—to join SSC&B in his present capacity as radio and television timebuyer. He handles products as Pall Mall, Lever Brothers, Speidel, Rise, Antamine, Simoniz, Arrid (Canada) and R & H Beer.

The family, Mary Pardoll and son Bruce, 1½ years old, live in Manhattan where Mr. Pardoll has been active in organizing welfare clubs for needy children.

As a classical scholar Mr. Pardoll has earned, besides the Noyes Cutter Award, the Sterling Memorial Scholarship and a richly prized Louis F. Robinsom Latin Award.

beat

J. C. SNAPE, account manager G. M. Basford Co., N. Y. and Cleveland agency, elected vice president.

AURY BAKER, promotion and publicity manager KGO-AM-TV San Francisco, to radio and television dept., BBDO, S. F.

Mr. Baker

LEE STILL, production manager Adolph L. Bloch Adv., Portland, Ore., to production staff Simon & Smith Adv., same city.

RUSS COLLIER, media department Foote, Cone & Belding, S. F., named assistant media director.

OTTO W. PROCHAZKA, Anderson & Cairns, N. Y., to J. D. Tarcher & Co., same city, as copy chief.

RICHARD HOVIS, art director Kenyon & Eckhardt, F., joins Army. He is succeeded by **WALT GRANBERG**, McCann-rickson, S. F.

AVID KARR, vice president William H. Weintraub & Co., N. Y., warded "Order of the Star of Solidarity" from Republic of Italy for is part in organization and delivery of "Friendship Train."

ERBERT O. NELSON, vice president of Ruthrauff & Ryan, S. F., to anley, Hicks & Montgomery, N. Y., as vice president.

LLIOTT ADV. AGENCY opened in Oakland at 178 Grand Ave. by **ALLACE F. ELLIOTT**, former stockholder in Elliott, Daly & Sherman, F. Telephone number is TWinoaks 3-1750. **Elliott, Daly & Sherman** ill retain its name. Partners are **JOHN C. W. DALY** and **ROBERT HERMAN**.

ALTER F. McNIFF, Foote, Cone & Belding, N. Y., to BBDO, S. F., account executive.

UKE BURGESS, Theodore R. Sills & Co., L. A., appointed director public relations Glenn Adv. Inc., Dallas.

EARSON & MORGAN, Seattle, changes name to **PEARSON, MORGAN PASCOE. WILFRED A. PASCOE** has been a principal in agency nce 1949.

ILLIAM E. FORBES, account executive Young & Rubicam, N. Y., to uthern California Music Co., L. A., as vice president and general anager.

AT CRAIG, KNBC San Francisco, to Walter McCreery Inc., S. F.

E LEIGHTON, publicity director J. Walter Thompson Co., Hollywood, vated to TV liaison on firm's national accounts. He succeeds **BILLY ILGUS**, to agency's Los Angeles office as head of radio and television. **LEON BENSON**, head of that department, resigns to join story partment, Frederic W. Ziv Co., Hollywood.

ARENCE HATCH Jr., executive vice president D. P. Brother & Co., troit, appointed member of National Committee of Radio and Television duction of American Assn. of Advertising Agencies.

RRINGTON & RIPPEY ADV., S. F., dissolved by partners **KING RRINGTON** and **BOYD RIPPEY**. Mr. Harrington enters restaurant iness as partner in Shadows Restaurants in S. F. and San Mateo. Rippey joins The Katz Agency, L. A.

NHART KNUDSEN, Botsford, Constantine & Gardner, Seattle, ed vice president.

N BERNARD, Hollywood producer for William Esty Co. on CBS *Hawk Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cig-

(Continued on page 82)

Obviously OUTSTANDING...

BRADLEY . . . One of America's Fastest-Growing Universities

WMBD Dominates the Rich Peoriarea Market

Peoriareans are justly proud of Bradley, a strong, medium-sized University. Its scholastic standards are high . . . its basketball teams invariably among the "top ten" . . . its pioneer Horological School the World's largest. A truly outstanding community asset.

Outstanding, too; is WMBD's dominance of the Peoria market. The latest Hooper Index (Oct. '50 thru Feb. '51) shows that WMBD has more listeners than the next two stations combined, and at many periods more than 50% share of audience. *It's the No. 1 BUY in the Nation's No. 1 Test Market.*

WAYNE WEST

"300 Pounds of Entertainment" . . . one of the *biggest* men in radio. A full time staff personality since 1941, Wayne has a tremendous following in the area. In addition to his own Mon.-Fri. "Wayne West Show", he is director-producer of WMBD's weekly "Juvenile Theatre".

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Affiliate
5000 Watts

NOW
HEAR THIS!

NOW HEAR THIS!

KRNT

DES MOINES GOES

CBS

JUNE 15th

NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
THAT KRNT

KNOW-HOW*
GO-NOW**

STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

*Leads Morning, Afternoon, and Evening (C. E. Hooper Audience Index, Oct. '50 thru Feb. '51).

**Iowans *DO* "Go Now" when KRNT tells 'em what and where to buy! Listeners act and react, as shown by the fact that KRNT has by far the most local advertisers . . . has had the most the longest!

THE REGISTER AND TRIBUNE STATION

REPRESENTED BY THE KATZ AGENCY

in Indianapolis
SALES are UP
IN THE AFTERNOON
WISH

Yes—Sales begin right

"AT HOME with CATHERINE DANIELS"

Local and national advertisers alike can vouch for Catherine Daniels' terrific following . . . for the amazing sales job she does. Just completing her fifth year, she's become Indianapolis' authority on "things of interest to women."
Her loyal audience literally *jumps at her suggestions*. She produces the kind of advertiser results every radio station dreams of.
She's a very important reason why SALES ARE UP IN THE AFTERNOON, in Indianapolis.

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

Represented Nationally by The BOLLING COMPANY

new business

Spot . . .

NUNN-BUSH SHOE Co., Milwaukee, appoints recently-affiliated W. Earl Bothwell and Hamilton Adv. agencies, N. Y. and Chicago, respectively, to handle all radio and TV advertising, effective July 1.

SPECIAL FOODS Co., Chicago (Jay's potato chips), and **BURKE MOTORS**, same city, name Olian Adv., Chicago, as agency, **ROBERT ROSS** account executive. Jay's uses radio and TV; Burke uses TV locally.

SALAD MASTER of CALIF., Oakland (kitchen utensils), appoints Richard N. Meltzer Adv. Inc., S. F. TV will be used.

TRADE-RITE Co., Cincinnati (distributor of merchandise direct to the home), appoints Guenther, Brown & Berne Inc., Cincinnati, to handle advertising. Radio and television campaign will be conducted in Cincinnati, Dayton and St. Louis.

JOST BROTHERS, N. Y. (gold jewelry), names William Warren, Jackson & Delaney, same city, to handle advertising. TV will be used.

SECURITY FINANCE, San Jose and Oakland, appoints Richard N. Meltzer Adv. Inc., S. F. Radio will be used.

ACOUSTICON DICTOGRAPH Co. of Canada Ltd., Toronto (hearing aids), starts thrice-weekly, five-minute religious program on CFOS Owen Sound, Ont., as test. Agency: F. H. Hayhurst Co. Ltd., Toronto.

B.C. TELEPHONE Co., Vancouver, appoints James Lovick & Co. Ltd., Vancouver, to handle advertising. Radio campaign is planned.

Network . . .

MILES LABS, Elkhart, Ind. (Alka-Seltzer), to sponsor *Alka-Seltzer Time*, Mon.-Fri., 12-12:15 p.m., on MBS starting June 18. Mutual show will be repeat of program now on CBS (Mon.-Fri., 4:45-5 p.m. CDT). Part of money for new purchase reportedly came from savings resulting from recent CBS rate cut. Agency: Geoffrey Wade Adv., Chicago.

AMERICAN SAFETY RAZOR Co., Brooklyn (Silver Star blades), sponsoring *Frank Goss News* for 52 weeks on 14 Columbia Pacific stations, Tues., Thurs., Sat., 5:45-5:55 p.m. (PDT). Agency: McCann Erickson Inc., N. Y.

LONGINES-WITTNAUER Watch Co., N. Y., today (Monday) starts *Longines-Wittnauer Chronoscope*, weekly discussion series, on CBS-TV, 11-11:15 p.m. Agency: Victor A. Bennett Co., N. Y.

ESSO STANDARD OIL Co., N. Y., renews *The Alan Young Show*, Thursday, CBS-TV. Show will take eight-week summer hiatus to be filled by television version of *Your Esso Reporter*. Agency: Marschalk & Pratt Co., N. Y.

BROWN SHOE Co., St. Louis, returns *Say It With Acting* to network TV effective Aug. 3, when it moves the show to ABC-TV for five Fridays, 6:30-7 p.m. CDT. Starting Sept. 7, the program will alternate bi-weekly with *Life With Linkletter*, sponsored by Green Giant Co., LeSueur, Minn. Naturalizer shoes and Green Giant canned goods will be advertised. Agency: Leo Burnett, Chicago.

PHILCO Corp., Phila., renews *Don McNeill TV Club* on ABC-TV, Wed., 9-9:30 p.m., for autumn season, after 11-week hiatus starting June 20. Agency: Hutchins Adv., N. Y.

NOXZEMA CHEMICAL Corp., Baltimore to sponsor *Cameo Theatre* Mon., 8-8:30 p.m. on NBC-TV starting June 18 for summer in time vacated by *Paul Winchell-Jerry Mahoney Show* sponsored by Speidel Corp. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

(Continued on page 82)

WE CHALLENGE COMPARISON

Timebuyer's can get more for their clients' money in the Albany Market

. . . By buying WABY covering Albany, Troy, Schenectady, Watervliet, Rensselaer, Cohoes, Waterford.

1/8 ¢ **. . . per radio family**

Tuned-in, guaranteed and delivered . . .
is what it costs to advertise at regular
published national rates on WABY,
between 6:00 P.M. and 6:15 P.M. for example.

1/5 ¢ **. . . per radio family**

Tuned-in, guaranteed and delivered . . .
is what it costs to advertise at regular
published national rates on WABY,
between 12 noon and 7:00 P.M.

For Albany County Radio Advertising

this is approximately . . .

1/4 th **. . . the cost per listener**

of any other Tri-Cities station

Ask Devney & Company, New York to show you a current Albany survey made April 22-28 by the E. J. Noonan Research Bureau and available to all area stations and agencies.

Albany's leading station . . . network, independent or TV.

Tops in Listeners, Promotion, Advertising Results.

WABY

ALBANY, NEW YORK

L. B. S. Affiliate

EXCLUSIVELY CARRYING N. Y. GIANTS BASEBALL; ARMY FOOTBALL, YANKEE AND RAMS PRO FOOTBALL

3 WINNERS in WASHINGTON

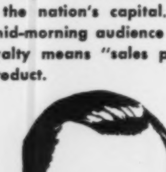
(One at a time or any combination)

Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.



Charley Batters

Conducts "Batters' Platters" a novel participation program heard nightly from 7:00-7:25 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC

NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

HOW a routine Congressional hearing was telecast by a single station, WFBM-TV Indianapolis, has been recounted on Capitol Hill by Rep. Charles B. Brownson (R-Ind.).

In paying tribute to the station, Rep. Brownson also exhibited a letter that had been written to Harry M. Bitner Sr., president of WFBM Inc., licensee of WFBM-AM-TV, by a member of the House Select Committee on Small Business, Rep. Thomas B. Curtis (R-Mo.). Rep. Curtis said he wanted to express his appreciation for the telecasts and remarked that because of the TV camera's presence the hearing was "lent dignity" and Congressmen "did their best to make dignified and informative presentations."

Rep. Curtis also said he was "pleasantly surprised" to learn that "kleig lights and quantities of apparatus were unnecessary. Apparently good natural lighting is sufficient. The kleig lights, I am told, are necessary for movie cameras but not for television."

The hearing was conducted at Butler U., Indianapolis. WFBM-TV, according to Rep. Brownson, telecast a two-hour session when seven small businessmen presented their individual problems to the committee.

Rep. Brownson opined: "The courage of this television station which was willing to spend a considerable sum of money to carry the hearing for two hours during the morning when it does not ordinarily telecast, and which had the vision to realize that people are interested in the work-a-day efforts of a congressional committee, deserves just recognition."

---

strictly business

ONE might say that Clayton Sanders, advertising and display director for Peoples Drug Stores, Washington, found proof of the value of radio advertising in a bowl of chili.

When Peoples, under Mr. Sanders' direction, returned to airwave advertising last fall after many years absence, soda-fountain chili was the test item.

Sales of chili are usually highest when the temperatures are low. This test took place in Washington's October when the days are golden and the air is anything but chilly. Nevertheless, during the two weeks test, sales of chili were doubled.

Mr. Sanders found these results gratifying and he was encouraged to begin television advertising last December.

When meeting Mr. Sanders, one is apt to be reminded of that noble beast, the St. Bernard dog.

This advertising director's blue eyes epitomize sincerity, are almost sad. He is huge—205 pounds are well-placed over a 6-foot 2-inch frame. He is steady, dependable and friendly.

As supervisor of 75 employes, he directs the placing of the $1 million current annual ad budget for Peoples. This drug chain has 145 stores in six states and the District of Columbia, which is home office headquarters. The six states are Ohio, Pennsylvania, Maryland, Virginia, West Virginia and Tennessee.

Mr. SANDERS

Of the $1 million budget, Mr. Sanders is pouring $75,000 into radio and $75,000 into television. And he finds both investments rewarding.

In heterogeneous Washington, Mr. Sanders is one of those rare creatures, a native-born.

He received elementary schooling in the nation's capital and for a while attended night classes at George Washington U., also in Washington.

Mr. Sanders' middle name is Robert, after his father, the late Det. Sgt. Robert A. Sanders of the Washington police narcotics squad.

It was through his father's friendship with the founder of Peo-

(Continued on page 62)

IF YOU'RE INTERESTED IN PEOPLE . .

All Summer Long WISN's Coverage Area Is Bulging With People Because It's in the Heart of America's Vacationland.

And Only Good Radio (WISN) Can Sell All These People All of the Time. See Your KATZ Man for Results!

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN SALES IN WESTERN MICHIGAN!

In television as well as radio, the Fetzer Stations give you a virtual shut-out in Western Michigan.

TV: WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids—America's 23rd television market! WKZO-TV's coverage area includes 133,122 television sets—which puts this area ahead of such metropolitan cities as San Diego and Seattle . . . Kansas City and Memphis . . . Syracuse and Miami. Complete coverage includes five Western Michigan markets—Kalamazoo, Grand Rapids, Battle Creek, South Bend, Elkhart—*with a buying income of more than $1,500,000,000!*

AM: Year after year, WKZO, Kalamazoo, and WJEF, Grand Rapids, have done such an outstanding audience job that nobody even questions their superiority any more. In addition, the 1949 BMB Report proved that WKZO-WJEF have greatly increased their unduplicated Audiences—*up 46.7% in the daytime . . . 52.8% at night, over 1946!* In the Grand Rapids area alone, for example, WJEF gets an unduplicated coverage of more than 60,000 homes. *Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

Get all the facts. Write direct or ask Avery-Knodel, Inc.

**Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

open mike

EDITOR:

. . . Your magazine continues to occupy . . . a unique position in the radio and television industry. . . . It never fails to do a fine job of covering the news of our business.

Mrs. Frances Austin
Radio-TV Timebuyer
J. Walter Thompson Co.
San Francisco

* * *

Professionalism

EDITOR:

Dave Mohr is right [OPEN MIKE, May 28]. Professionalization of broadcast personnel will in the long run do more to raise the standards of the industry than either codes or rules and regulations.

The process of professionalization may not have advanced to the point where Mr. Mohr's summer replacement problem can be solved, but a good start has been made by the University Assn. for Professional Education, which includes most of the universities which offer serious and comprehensive professional training in radio and television broadcasting . . .

UAPRE has started exploring with NARTB the possibility of setting up a clearing house for personnel. Something of the kind has already been achieved on a local level in Miami through the formation this year of a Radio-TV Advisory Council.

Sydney W. Head
Chairman
Radio and TV Dept.
U. of Miami

Mockery of Freedom?

EDITOR:

Maybe the signers of a letter which appears in your June 4 OPEN MIKE department really believe that a memorial to the late G. A. Richards will "perpetuate one of America's most priceless possessions—Freedom of Radio."

Institution of speech and thought control, erection of censorship walls augmented by vicious campaigns of hate have been some of the charges that, in my opinion, Mr. Richards never clearly answered.

Freedom of Radio—or freedom of expression—is among our m treasured liberties.

If a memorial is to be crea and dedicated to this great fund mental right—let's not make mockery of it.

Edward Bobley
Academy Chairman
Academy of Radio & Tele
sion Arts & Sciences
New York

* * *

EDITOR:

For a long time I have want to commend BROADCASTING • TE CASTING upon its superb covera of every phase of radio and tel vision news development.

Through the years you have do an increasingly better job and the bulk of the news that must handled has grown you have show real perception in breaking dow its length to manageable propor tions without eliminating any e sential facts.

One of the outstanding aspect of this coverage has been its con sistent accuracy. . . .

A. H. Kirchhofer
Vice President
WBEN-AM-FM-TV
Buffalo

* * *

Squelched Savior

EDITOR:

. . . When is a fact a fact, an just how long can some peopl continue to deceive themselves? refer to your editorial ["Expan sion and Contraction," May 2 . . . The current crisis in broad casting is the beginning of a shake down process, etc., etc. All due t the willy-nilly handing out of li censes, which now total some 3,0 AM and FM stations.

. . . Almost 700 of these point of signal radiation are duplicatin the same program on FM as i originated on the AM outlet. There fore, all this so-called bonus FM i only a divided audience listenin to an identical program. . . . I appears now that a good man broadcasters have deceived them selves into believing they wer beating the game by trying t squelch FM. . . . If the industr had pushed FM with a welcomin hand, much money would be ci culating throughout business chan nels today, and that would be help ful to all advertising media. . .

Chet Petersen
Hollywood Assoc. Produc
Hollywood, Calif.

[EDITOR'S NOTE: Mr. Petersen h his FM-AM signals mixed. The ed torial said that radio, both AM a FM, was suffering from overpopu tion. If FM had been pushed hard as he wishes it had, the overpopulat crisis would be even more acute th it is.]

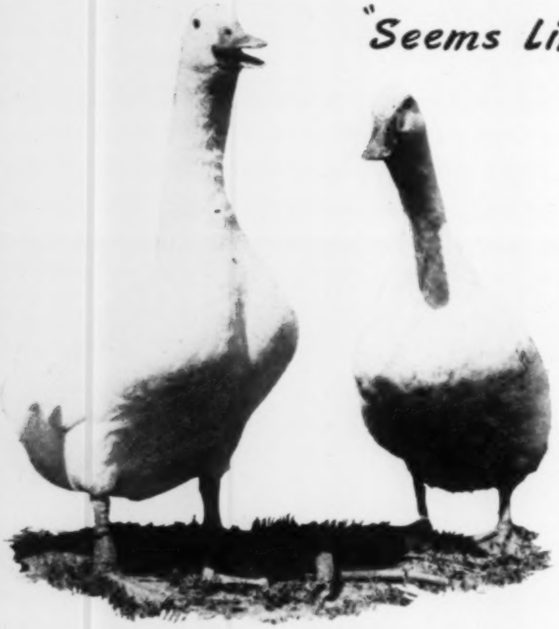
* * *

Lost In Maze

EDITOR:

Robert Concie of KBKH Pu man, Wash., in discussing my que tion "are networks necessary misses the point [OPEN MIKE, M

(Continued on page 60)



"Seems Like all They Listen to is WIBW"

That's right! Clear across the farm state of Kansas, most farm people keep their dials set on WIBW. The reason's simple. WIBW is their own farm station. It gives them the BEST in the services and entertainment they want most.

Look At These Figures

For farm news, WIBW is preferred 3-to-1 over its nearest competitor among 20 stations. It's a 2-to-1 leader for market reports and a 3-to-1 favorite for weather information.*

So, for *quick, traceable results* in Kansas, use the station that's listened to most by the state's biggest spenders—WIBW's responsive farm audience.

** Kansas Radio Audience, '50*

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

NEBR.
IA.
KANS.
MO.
OKLA.
ARK.

CBS
TOPEKA, KANSAS

WOAI

DOMINANT BY NIGHT

WOAI 767,365 BMB FAMILIES

NETWORK STA - B 160,559

NETWORK STA - C 143,248

NETWORK STA - D 61,404

	1942	1951
WOAI RADIO FAMILIES	349,610	767,365
Deduct All TV Families (On basis used by ANA)		41,500
		725,865
BASE HOUR RATE (Network)	$300	$340

WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13%. WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 to **$624** or 84%

Above figures BMB + 3.6% to 1951 based on ANA Report.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

WOAI

DOMINANT BY DAY

WOAI 409,583 BMB FAMILIES

NETWORK STA - B 168,153

NETWORK STA - C 162,683

NETWORK STA - D 64,211

	1942	1951
WOAI RADIO FAMILIES	349,610	767,365
Deduct All TV Families (On basis used by ANA)		−41,500
		725,865
BASE HOUR RATE (Network)	$300	$340

WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13%. WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 to **$624** or 84%

Above figures BMB+3.6% to 1951 based on ANA Report.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

Advertisement

From where I sit *by* Joe Marsh

Might Say The Birds Got "Nettled"

Had dinner at the Garden Tavern with Tik Bradley the other day, and over a frosty bottle of beer I found out about his job with the U. S. Fish and Wildlife Service.

"Now just exactly what do you *do?*" I asked him. "Shoot birds with a cannon," he calmly replies.

Seems they actually do use a cannon—to shoot out a net over a flock of birds feeding on the ground. The birds start to take off at the sound of the shot, but the settling net brings them back to earth. Then they're banded around the leg so more can be learned about their migratory habits. Afterwards, they're let loose—and everyone's happy.

From where I sit, it was a good example of how when you learn the real facts they're often not as bad as they may sound at first. Like with people. Get to really *know* your neighbor and chances are you'll be more tolerant of *his* preferences—even though they're not your own. Take a good look, before you jump to conclusions.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

In The Public Interest

Traffic Safety

WBAL Baltimore is carrying a series of highway safety programs in cooperation with Gov. Theodore R. McKeldin and the Maryland Traffic Safety Commission. Created by William Rock, WBAL program director, the series is entitled *It Can Be Done.* Interviews with families of traffic victims, survivors of accidents, and actual taped conversations between motorists and state troopers are featured. One city, Rockville, Md., has adopted the name of the series as its official safety slogan.

* * *

Mystery Solved

WFAX Falls Church, Va., May 26 broadcast a description of a seven-year-old girl who had been reported still missing after an all-night search by 350 volunteers. Shortly after the broadcast, a man phoned local police and said that he saw the girl go into a neighbor's house the previous evening. As things turned out, the girl had simply spent the night at the home of a playmate without letting her parents know. WFAX was given newspaper credit for helping to solve the mystery.

* * *

Emergency Transportation

WAYS Charlotte, N. C., helped to provide emergency transportation when city bus drivers went on strike May 24. The station offered to provide immediate cab service in an emergency need. W. H. Goan, WAYS manager, stated that for any listener in an emergency who did not have cab fare, the station would assume the cost. The mayor and traffic police chief expressed appreciation in a WAYS broadcast.

* * *

Canteen Books

MICHIGAN'S hospitalized veterans were remembered on Memorial Day through the efforts of WJBK Detroit Disc Jockey Jack the Bellboy. Following drive for $15,000, each veteran was provided with a Canteen Book, which he can use in the hospital PX. Last year, in conjunction with eight business girls clubs, Jack dug up $12,000 from the public. The needs of returnees from Korea prompted the Bellboy to seek the higher total this year.

* * *

Cancer 'Telethon'

MILTON BERLE'S third annual "telethon"—22-hour TV marathon—on behalf of the Damon Runyon Memorial Fund for Cancer Research over NBC-TV was to have been held from June 9 at 12 noo until 10 a.m., June 10. Appearin with Mr. Berle, who was to hav been on many commercial program during the 22-hour period in orde to maintain continuity, were tel vision, radio, stage and scree stars. He and his guests assisted i accepting telephone pledges b showgirl volunteers from variou New York night clubs. One hundre telephones were installed, alon with a huge on-stage blackboard t record pledges and a breakdown o them by TV stations on the ne work.

* * *

Dedication Disc

DEDICATION ceremonies for late USAF officer at Fort Di N. J., were tape recorded b WTOP Washington to accomm date the widow of Maj. Edwin P Doty. She was unable to atten the dedication of an athletic fie by his organization, a Personne Processing Group. When Ma Doty died last month and sh was unable to leave Hyattsvill Md., the Air Force arranged wit George Hartford, WTOP com mercial manager, to tape-recor proceedings and give her privat audition. Group's PIO termed a tion "an excellent reflection on th entire broadcasting industry" an said WTOP had gone out of it way to accommodate one listene

* * *

Children's Friend

KLWN Lawrence, Kan., throug public service efforts has brough joy to a shut-in 3½-year-old bo recuperating from burns in Law rence Memorial Hospital. Th youngster was showered wit greeting cards, toys, candy an money as result of a request b KLWN for cards to ease his lon liness. Another 3-year-old bo lost for three hours, was reunit with his family in 15 minutes aft KLWN broadcast his descriptio the station reports.

* * *

On to Richmond

WHEN the Orangeburg, S. C high school's mixed chorus w invited to sing before the Sout eastern Music Educators' Confe ence in Richmond, it was necessa to raise $2,500 for expenses bef the invitation could be accepte An "On to Richmond" fund, sp sored by WTND Orangeburg a its newspaper affiliate, raised t money in short order. Daily p grams featured the 80-voice cho group and requested donatio which were acknowledged on t air.

NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

SPECIAL MINE OPENED AS PROVING GROUND FOR NEW MINING MACHINERY.

A prominent manufacturer of mining machinery soon will operate a mine of its own near Pittsburgh as part of a new research center devoted to the development and testing of mechanized mining equipment. From this project will come machines that will mine coal faster and more economically—further increasing the coal industry's already great productivity, which has grown 30% in the past ten years.

BIG TONNAGES OF U.S. COAL GOING OVERSEAS.

To meet the fuel deficits in Europe and other overseas lands, America's coal industry is exporting coal in increasingly greater amounts. Shipments in April alone amounted to 2,600,000 net tons—more than the entire tonnage shipped in 1950! The total overseas shipments of coal and coke this year are expected to exceed 28 million net tons. U. S. mines are now producing so efficiently that they can supply these tonnages for export and still meet all the demands of our own country and Canada for coal in a war economy.

STAINLESS STEEL CONVEYOR TO SPEED CONTINUOUS MINING.

A new continuous conveyor may well be one of the most significant developments in modern mechanized coal mining. Built much like a stainless steel tape-rule, this conveyor unwinds from a spool and can extend itself several hundred feet. It has been designed to work along with the new continuous mining machines and make possible a truly continuous flow of coal from underground seam to surface. This new conveyor holds promise of a still further increase in the rate of production in fully mechanized underground mines.

FEDERAL POWER COMMISSION REPORT SHOWS COAL AS FAVORED FUEL.

The nation's electric utilities are using 27% more coal this year than last. So says a recent Federal Power Commission report—which also shows that the utilities' total consumption of all fuels is up 15%. More and more coal is being used to generate the nation's electric power. Utility men have found that coal is the most economical fuel and that it is completely dependable in supply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
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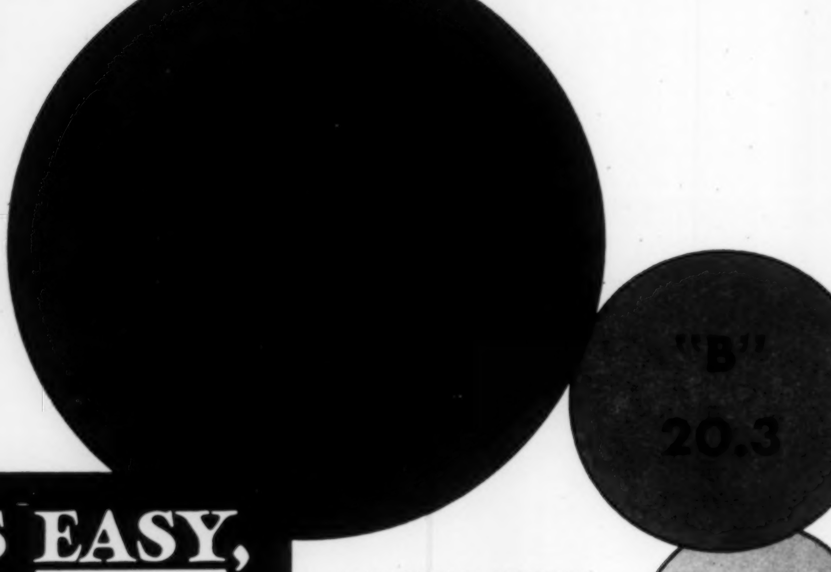


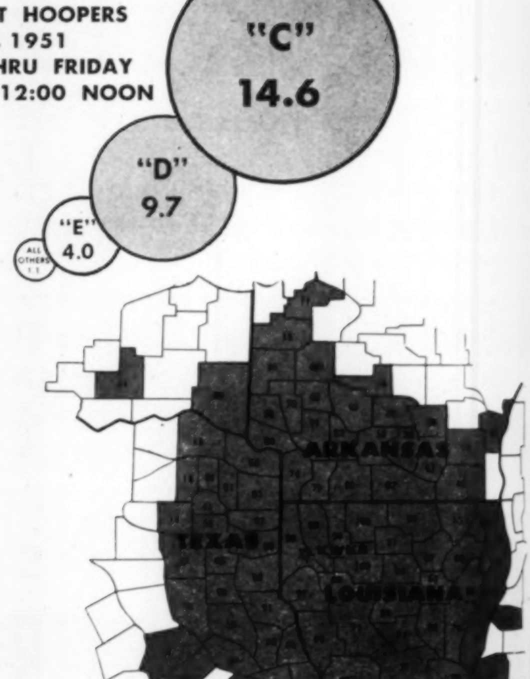
SHREVEPORT HOOPERS
March, 1951
MONDAY THRU FRIDAY
8:00 A.M. to 12:00 NOON

Here's double-barreled proof that KWKH is the outstanding radio value in the rich tri-State market around Shreveport.

Hoopers show that KWKH completely dominates the Shreveport audience. On Weekday Mornings, for example, KWKH gets a 146% greater Share of Audience than the next station . . . **actually gets more listeners than all other stations combined.**

89.0% of KWKH's listeners, however, live outside of Shreveport. BMB Study No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. Proof that this is a **loyal** audience is the fact that **227,701 of these families are "average daily listeners" to KWKH!**

Write direct or ask The Branham Company for the whole KWKH story.



KWKH DAYTIME
BMB COUNTIES
Study No. 2
Spring, 1949

KWKH

Texas
SHREVEPORT LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts · CBS ·

BROADCASTING
TELECASTING

Vol. 40, No. 24 WASHINGTON, D. C., JUNE 11, 1951 $7.00 A YEAR—25c A COPY

40 MILLION RADIO HOMES

Census Bureau Figures Show

By J. FRANK BEATTY

"ALMOST every home had a radio in April 1950," the U. S. Census Bureau officially announced Sunday.

The actual figure, based on a preliminary estimate by the bureau, was 40,093,000 radio homes, out of the 42,520,000 occupied dwelling units in the nation.

On a percentage basis, 95.6% of occupied dwellings had one or more radios in April 1950 when the last U. S. Census was taken.

There were 5,120,000 homes with television sets when the data were collected 14 months ago, according to the bureau. This is a saturation of 12.3% for television.

Currently there are 12,263,000 TV sets in use, according to the BROADCASTING • TELECASTING estimate as of June 4, 1951, approximately 40% TV saturation compared to the 12.3% at the time the census was taken. The bureau figures do not indicate the number of radio or TV receivers in a home.

Rose From 82.8%

The Census Bureau's figures show that the number of radio homes rose from 28,048,219 in 1940 to the 1950 figure of 40,093,000. The 1940 saturation was 82.8% as compared to the present 95.6%

Since the census was taken American manufacturers have turned out more than 12 million radio receivers.

The bureau's radio and TV figures are contained in a preliminary review of the 1950 Census of Housing. Electricity, bathtubs, heating and other household facilities are analyzed by the bureau.

Only national estimates have been compiled thus far by the bureau. State and county figures will probably start coming out later in the year. These will be final data whereas the current statistics are based on a scientific sampling formula used by the bureau to make national figures available at the earliest possible date.

Breaking down radio homes by city and rural divisions, the Census Bureau found the highest concentration occurred in urban homes—6.9%. This compares to 96% radio homes in urban and rural nonfarm areas combined, 93.2% in rural nonfarm areas and 93.1% in rural farm homes.

Striking increase occurred in the number of farms with radios during the last five years. In the 1945 agricultural census, conducted by the bureau, it was found that 76.2% of farms had one or more radios.

In the 1950 census over 93% of farm homes had radios. Of 8,362,000 rural nonfarm homes, 7,790,000 had radios last year. Of 5,761,000 rural farm homes, 5,362,000 had radios in 1950.

First survey of radio homes was taken in 1930 by the Census Bureau. That count showed 12,878,345 homes had sets out of 29,980,146 families, or 40.3% of all homes. Saturation in 1930 ranged from only 5.4% of Mississippi homes to 63.3% in New Jersey.

The number of radio homes thus doubled between 1930 and 1940. From 1940 to 1950 the number of homes increased 43%. The 1940 saturation ranged from 39.9% of radio homes in Mississippi to 96.2% in Massachusetts.

In its count of television homes the bureau found 4,376,000, or 15.8%, of urban homes had TV sets. This compares with 571,000, or 6.8%, of rural nonfarm homes and 174,000, or 3.0%, of rural farm homes. About three-fourths of the TV homes were found in the Northeast and North Central regions, according to the bureau, with few farms having sets.

The Census Bureau's housing count showed that 94% of total dwelling units had electric lighting compared to the 95.6% of homes that had radios. It found that about 80% of homes had mechanical refrigeration and about 10% had ice refrigerators.

Practically all urban dwelling units had electricity compared to 90% of rural nonfarm homes and 78% of farm homes.

The Census Bureau defines a dwelling unit as a group of rooms or single room occupied or intended for occupancy as separate living quarters by a family or other group of persons living together or by a person living alone.

In its housing analysis the bureau pointed out that one of the greatest building booms in history occurred in the last five years, with

(Continued on page 38)

* * *

RADIO IN OCCUPIED DWELLING UNITS FOR THE UNITED STATES, BY RESIDENCE: 1950 and 1940

(Statistics are in thousands; add 000)

	Total		Urban and Rural Nonfarm						Rural farm		1940 Total	
			Total		Urban		Rural Nonfarm					
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
All occupied dwelling units	42,520	....	36,626	....	28,108	....	8,518	....	5,894	....	34,854	....
No. reporting	41,932	100.0	36,171	100.0	27,810	100.0	8,362	100.0	5,761	100.0	33,890	100.0
With radio	40,093	95.6	34,731	96.0	26,941	96.9	7,790	93.2	5,362	93.1	28,048	82.8
No radio	1,839	4.4	1,440	4.0	868	3.1	572	6.8	399	6.9	5,842	17.2

TELEVISION IN OCCUPIED DWELLING UNITS, FOR THE UNITED STATES, BY RESIDENCE: 1950

(Statistics are in thousands; add 000)

	Total		Urban and Rural Nonfarm						Rural farm	
			Total		Urban		Rural Nonfarm			
	No.	%	No.	%	No.	%	No.	%	No.	%
All occupied dwelling units	42,520	....	36,626	....	28,108	....	8,518	....	5,894	....
No. reporting	41,704	100.0	35,987	100.0	27,644	100.0	8,342	100.0	5,717	100.0
With television	5,120	12.3	4,946	13.7	4,376	15.8	571	6.8	174	3.0
No television	36,584	87.7	31,040	86.3	23,268	84.2	7,772	93.2	5,543	97.0

NARTB BOARD ACTION

Brown Is TV Head

NARTB'S Washington headquarters staff, completely revamped at the top level to handle both radio and TV, emerged from a three-day board meeting last week and quickly assumed a full-speed-ahead pace.

The association has two key posts still unfilled but the new president, Harold E. Fellows, was working on that problem shortly after the directors had left town late Wednesday. Thad Brown, named last week to be manager of NARTB's television organization, discussed staffing of the TV branch with Mr. Fellows. The post of FM Dept. director is still vacant.

Detailed problems of realigning NARTB to serve both radio and TV were worked out by the board. Judge Justin Miller was formally sworn in as board chairman and Mr. Fellows was installed as president at a dinner held Tuesday evening (see story page 27). Over 400 prominent government, legislative, civic and broadcasting leaders attended.

Among the board's major steps were:

● Pledged support by Radio Board to FM stations in operating specialized services (story page 97).

● Selected Stevens Hotel, Chicago, for 1952 convention.

● Launched all-industry TV excess profits tax committee (story page 38).

● Approved project to get relief for stations during shortage of operators.

● Endorsed plan to weigh audience measurement methods, without NARTB participation.

● Formation of baseball cooperation committee approved.

● Opposed Benton Bill to set up citizens' radio-TV council (story page 25).

● Set up basis for cooperation with Ford Foundation in program research.

● Approved district meeting schedule (story page 39).

After hearing a report from its convention committee pointing to the disadvantages of New York as a convention site the board decided to return to the Stevens next year, influenced by the hotel's ability to handle the load of multiple meetings and exhibits.

New York had been favored by the board at its April meeting in Chicago but the convention committee was unwilling to make any recommendation after doing a cost and facilities analysis.

Secretary-Treasurer C. E. Arney Jr. was authorized to start negotiations with the Stevens. The meetings probably will start March 30 and run through the week.

Severity of the operator shortage was outlined in a report submitted by a special committee headed by William C. Grove, KFBC

(Continued on page 95)

RADIO'S VALUES *Need Searching Study, White Declares*

NEED for "a searching study of (the) true values" of radio—"second to none in sales effectiveness"—was stressed by Mutual President Frank White last week in a letter explaining Mutual's time-cost reductions [BROADCASTING • TELECASTING, June 4].

"For a number of good reasons, there should be an announcement of a rate increase by Mutual," he asserted. "Program audiences are larger than ever here; sponsor advantages were never greater, and all signs point to an extension of these plus values throughout the foreseeable future."

But, he said, "other networks, where such plus values seem not to apply, have cut their rates," with the result that MBS clients' "basic advantage" of "full benefits of network radio at lower cost here than anywhere else" is in jeopardy.

The Mutual rate adjustment, he reiterated, reduces Sunday afternoon rates from two-thirds the evening rate to one-half the evening rate, and gives advertisers an additional 10% discount on net billings for all periods from 1 to 10:30 p.m. (New York time) throughout the week.

Two 'Clear' Facts

"At this point," Mr. White asserted, "two facts are crystal clear.

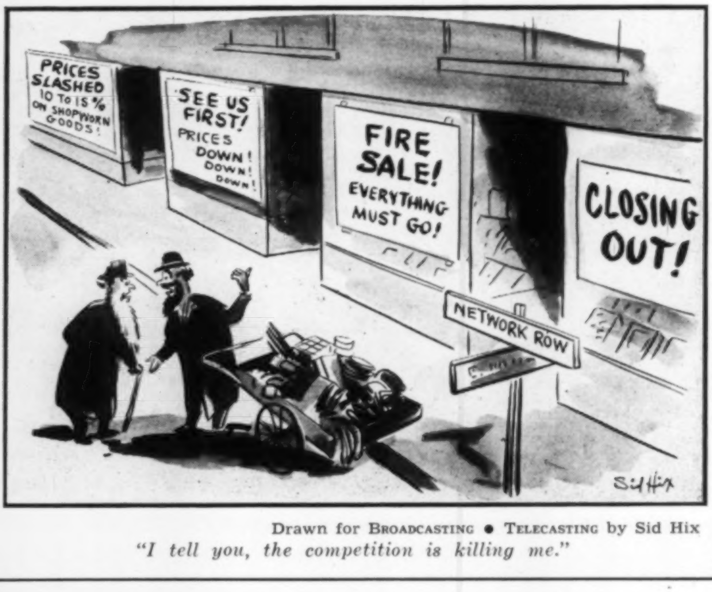
"First, the entire medium—second to none in sales effectiveness—needs a searching study of its true values . . . to produce solid proof, for all networks, of these values as Mutual sponsors know them.

"Second, this rate adjustment, in the interim, assures Mutual advertisers the greatest values ever available in network radio."

In the meantime Chairman Paul W. Morency (WTIC Hartford) and members, Clair McCollough (Steinman stations) and Edgar Kobak (WTWA Thomson, Ga.), of the special radio-wide Affiliates Committee were preparing for exploratory conferences to be held Thursday with leaders of the Assn. of National Advertisers, which opened the campaign on radio rates, and with a subcommittee of the National Assn. of Radio & Television Station Representatives, which is supporting the committee's drive to bolster rates.

Year-Around Sponsors

GROWING desire of local advertisers to remain on the air the year around was seen by the Frederic W. Ziv Co., New York, last week, as a result of what it described as an "upswing of business during May, when sales traditionally fall off." *Bold Venture*, Ziv's transcribed series featuring Humphrey Bogart and Lauren Bacall, is now carried by a total of 497 stations in the United States and Canada, it also announced.


PRICES SLASHED 10 TO 15% ON SHOPWORN GOODS!
SEE US FIRST! PRICES DOWN! DOWN! DOWN!
FIRE SALE! EVERYTHING MUST GO!
CLOSING OUT!
NETWORK ROW
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I tell you, the competition is killing me."

ABC COMBINES
Research, Sales Units

PLANS for a merger of ABC's Research Dept. with the sales presentation division of the Sales Dept., with Oliver Treyz to become director of research and sales development, were announced by the network last Thursday.

The new ABC Research and Sales Development Dept. will be under the administrative supervision of ABC Vice President Robert Saudek, according to Robert E. Kintner, network president. Two new sales development divisions—one for radio and one for TV—will be formed within the department, in line with ABC's policy of keeping radio and television departmental functions separated.

The realignment becomes effective Friday.

Mr. Treyz joined ABC in July 1948 as a presentations writer and has been director of sales presentations since last August. He formerly was manager of the research department of Sullivan, Stauffer, Colwell & Bayles, New York, and prior to that was with BBDO. During the war he served in the Army Air Force as statistical control officer.

WSAT Joins ABC

WSAT Salisbury, N. C., will become the 296th ABC affiliate, effective June 15, the network announced last week. John Smith Jr. is WSAT manager. The station is owned by Mid-Carolina Broadcasting Co. and operates on 980 kc with 1 kw.

Benton's Never-Never Land . . . . . . AN EDITORIAL

SEN. WILLIAM BENTON, who for years has tried valiantly to make amends for grubbing out a personal fortune in the advertising business, has now set out to keep commercial television from growing up and to yoke both radio and television to a high-powered board of censors.

He may not believe that these are the objectives of the legislation he has introduced in the past fortnight, but no matter what laudable motives he may have in mind, his legislation, if passed, could not result in anything but the disagreeable conditions described above.

Mr. Benton wants the freeze on TV extended for "a minimum" of six months to a year, and he wants to establish an 11-member National Citizens Advisory Board on Radio and Television that would issue, in his own words, an "annual Blue Book" prescribing the way in which this 11-member board believes radio and television should be run.

The extension of the freeze is intended, he says, to "assure more time for exploration by parties where interest in television would serve the public good." (He used to write better than that when he was in advertising.)

Now these "parties where interest in television would serve the public good" are educators, because, in Mr. Benton's view, commercial broadcasters are incapable of serving such a purpose. They're like the Bill Benton who as half of Benton & Bowles was a pioneer in the use of radio as an advertising medium. They haven't experienced his kind of spiritual rebirth yet, however.

As a matter of fact, the Senator's rebirth may not be complete, because when he was asked by Sen. Ed Johnson to define what he meant by an educational program—the kind that Sen. Benton said commercial broadcasters ignored—Sen. Benton answered:

"I am not prepared to give you a precise definition, Sen. Johnson, this morning."

Sen. Benton himself needs that "minimum of six months to a year" delay in TV allocations to clear up his own thinking.

It does seem odd that so many intellectual leaders have been unable to collect their thoughts about television in the two years and eight months since the system was frozen—for the specific purpose of giving people time to think about it. Any reasonably diligent scholar can get a Ph.D. in that time.

The freeze should be ended, not prolonged. Indeed there is merit in Sen. Ed Johnson's suggestion to Chairman Coy last week that the FCC abandon its fixed allocations plan, except to use it as a general guide, and get on with the job of assigning channels on the basis of applications. We have advocated this before, and we still do so.

Sen. Benton's proposal for a continuance of TV delay is serious enough, but it is second in ominous implications to his advocacy of a National Citizens Advisory Board.

This board would be appointed by the President, with the advice and consent of the Senate. Its membership would be restricted to people having no interest (and possibly no faith) in commercial radio and television.

The board would "advise" the FCC on matters ranging from the assignment of TV channels to the public service and educational programming requirements to be demanded of radio and TV broadcasters. In fact, there would be no limit to the field of its activity.

The Senator says that the board's position would be advisory only, but he fails to point out the practical fact that any high-level board appointed by the President (who also appoints FCC Commissioners) could quickly apply political pressures that would have the FCC saying yes sir to its every "suggestion."

In practical operation, the advisory board would constitute a board of censors. The minute that condition came about, radio and television would be removed from the guarantees of the First Amendment.

Sen. Benton's effort to remake radio and television into his own image—his image as a businessman converted to would-be academician—should be identified for what it is, a wool-gathering excursion into a never-never land where time means little and everybody is told by super-authorities exactly what to do and when.

FREEZE LIFT DELAY

Urged by Benton Plan

By DAVE BERLYN

SEN. WILLIAM BENTON (D-Conn.) last Tuesday followed up a frontal attack on commercial broadcast criteria by formally introducing a joint resolution which would hold in abeyance the FCC's freeze on TV allocations for an added six months to a year.

The resolution (S J Res 76) requires approval by both houses of Congress and would have the effect of law. Details of the resolution were revealed by Sen. Benton a fortnight ago during his testimony before a special subcommittee of the Senate Interstate Commerce Committee [BROADCASTING • TELECASTING, June 4].

Sen. Benton already has sponsored a bill (S 1579) which would create a National Advisory Board for Radio and Television to act as a non-commercial watchdog over commercial broadcasting. As Sen. Benton expressed it, the net effect would be to produce an "annual Blue Book."

The same co-sponsors in the Senate of the Benton Bill also supported the resolution. They are Sens. Lester C. Hunt (D-Wyo.), John Bricker (R-Ohio) and Leverett Saltonstall (R-Mass.).

In the House, an identical bill to set up an advisory board on radio and television and spelling out the composition, responsibilities and procedure of the proposed board was introduced last Thursday by Rep. Hugh J. Addonizio (D-N. Y.).

Rep. Addonizio told BROADCASTING • TELECASTING he entered his bill (HR 4366) because "of the fact that there is no allocation for educational channels in New Jersey." Under the FCC's revised TV allocation proposal there is no educational reservation for the state.

Referred to Commerce Group

The bill was referred to the House Interstate Commerce Committee.

In addition to imposing an extension of FCC's freeze, Sen. Benton's resolution also would call upon FCC to grant TV station licenses on a yearly basis thus amending the Communications Act which spells out a maximum three-to-five years for a broadcast station license grant, prod FCC into exploration of subscription broadcasting and encourage its development, and create the citizens advisory board.

The new bill and resolution, which supersede Sen. Benton's original resolution (S Res 127) sponsored last April [BROADCASTING • TELECASTING, April 16], were submitted after Sen. Benton studied and revised S Res 127.

It was his original resolution upon which the special subcommittee, under chairmanship of Senate Majority Leader Ernest W. McFarland (D-Ariz.), held its hearing with Sen. Benton the only and chief witness.

However, it has been explained that the submission of new legislation alters the situation in this respect: The special subcommittee must now, as Sen. McFarland has indicated, decide whether it will probe the matter further and hold hearings. There is a possibility that Sen. Benton's proposals will come up at the regular executive session of the full Commerce committee this Wednesday.

There is a marked difference between the new Benton resolution and the old. In layman's language it is this: The original legislation would have required the Senate Interstate & Foreign Commerce Committee to investigate the entire allocations question in light of educators' demands during which a 60-day moratorium would be placed on the freeze.

The new proposals would ban further FCC action on lifting the freeze for six months to a year and in addition, set up a citizens advisory board to function as a Congressional-established but privately-staffed medicine man to the Commission.

Broadcasters are taking careful notice of the new Benton Plan because of its implications on programming. Many are fearful that the so-called "Blue Book"—or guide to programming—would be perpetuated and subject to constant surveillance and whim of a semi-governmental body.

Meanwhile, Sen. Benton's office has reported continuous correspondence from educational institutions in response to some 300 letters circulated by Sen. Benton's office. The mail is running 5 to 1 in support of the Senator's proposals, according to his office. Sections in the letters ask for comment on the advisability of Congress pursuing the grant of federal funds for radio-TV purposes.

However, it was acknowledged that some "unsolicited" individuals have written the Senator in apprehension that perhaps a super-censorship board would be created. Sen. Benton, however, disclaims this as his purpose, pointing out that the citizens advisory board's recommendations would not be compulsory for the FCC or Congress to follow.

While feeling on Capitol Hill has not yet crystallized on Sen. Benton's far-reaching legislation, observers say that the Senator has drawn his battle lines with the strategy of an old campaigner.

Specifically, they point to (1) the continuing appeals to the public and to educational institutions and (2) the manner in which Sen. Benton has been marshalling support for his measure in the upper chamber.

It is noted, for example, that Sen. Benton has drawn from various political shades in both parties for support of his proposals. Sen. Bricker is of the GOP conservative bloc with Sen. Hunt approximating that position in the Democratic party although he is more of a middle-roader. Sen. Benton, himself, is of the so-called liberal wing of the Democratic Party, while Sen. Saltonstall fills that designation in the Republican ranks.

Still to come are comments from both FCC and U. S. Office of Education, who have been asked for their opinions on the original Benton resolution by the Senate Commerce committee staff.

TRANSIT RADIO

Court Appeal Planned

By JOHN OSBON

A FULL-DRESS review by the nation's highest tribunal of commercial transitcasting — and perhaps other specialized FM services — loomed last week.

An inquiry by the U. S. Supreme Court—probably this fall or early in 1952—appeared inevitable in the wake of the U. S. Court of Appeals ruling that transit FM broadcasts violate the constitutional rights of riders under the First and Fifth Amendments [BROADCASTING • TELECASTING, June 4; also see partial text of ruling, page 60].

While the decision did not touch specifically on other specialized services — Storecasting and other functional music services—and bypassed an opinion on musical segments of broadcasts within the District of Columbia, authorities were quick to predict far-reaching implications.

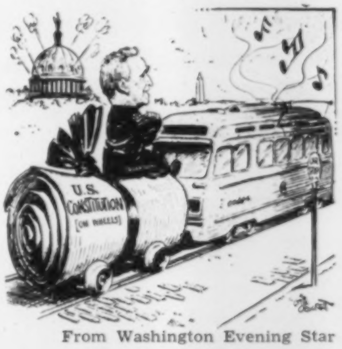
Highlights stemming from the opinion, which reversed a U. S. District Court finding a year ago, were these:

- Washington Transit Radio Inc., through Ben Strouse, vice president and general manager of WWDC-FM Washington, served notice it would petition for re-hearing or appeal to the Supreme Court.
- Richard Crisler, president, Transit Radio Inc., told BROADCASTING • TELECASTING that his firm does not feel that current advertisers will abandon transit advertising contracts but that it will scrap plans for expanding to other markets for the present.
- NARTB's Radio Board adopted a resolution supporting FM specialized services and authorizing the president and general counsel to take part in court, FCC and other proceedings.
- Justin Miller, NARTB board chairman, scored the court action as a step toward "state control of thought" (see story page 27).

Mr. Strouse, president of Washington TR operations, declared that the decision is "an implied challenge to all industry supported by commercial advertising." Attorneys also conceded that the issue is loaded with repercussions which call for high court action.

The appellate court, in announcing the decision, ordered the U. S. District Court to "vacate" a 1949 ruling by the Public Utilities Commission for the District of Columbia and remand the case "for further proceedings in conformity with this opinion." The court acted on an appeal by Transit Riders Assn., comprising some 50 members, which had carried the case to the district court.

Authorities felt, however, that the PUC probably would defer action until SCOTUS makes its ruling in lieu of probable "stay" action sought by Washington Transit Radio Inc. and Capital Transit Co. It also was indicated that the FCC, which has made a study of transit FM operation, would await appeal developments before releasing it.



From Washington Evening Star

Stop the Music!

The court's opinion, signed by Judge Henry W. Edgerton and concurred in by Judges David Bazelon and Charles Fahy, thus relegated the case to PUC, which in 1949 dismissed complaints against transit FM on the ground that it is not inconsistent with "public convenience, comfort and safety."

Chief Points

Chief points underscored by the Court of Appeals were these:

- The service stemmed from Congress which gave Capital Transit Co. "not only a franchise but a virtual monopoly" of mass transportation, and from governmental action of PUC.
- In the District of Columbia "most people" have to use Capital Transit and hear the broadcasts.
- "No occasion had arisen until now to give effect to freedom from 'forced listening' as a constitutional right," and exploitation of this audience "is a new phenomenon" posing issues not previously "implied."
- The profit of Capital Transit Co. and Transit Radio and approval of the service by one passenger group "cannot justify depriving another group of passengers of their liberty."
- "Impartial" surveys showing

(Continued on page 97)

MANPOWER SHORTAGE

RTMA Hears

By JANE PINKERTON

SHORTAGES of technically trained manpower eventually may become "as difficult a problem as shortages of materials," whose full impact will be felt in 1952, Edwin T. Gibson, Acting Defense Production Administrator, told the nation's electronic makers last week.

Mr. Gibson's address highlighted the banquet, closing the Monday-Thursday convention of the Radio-Television Mfrs. Assn. at the Hotel Stevens in Chicago.

The DPA official advised manufacturers that the Controlled Materials Plan of the National Production Authority will assure them of "getting your supply of critical materials for defense and defense-supporting programs." As civilian production is cut back, defense orders will move in to fill the void with the prospect "that an active market and a high product demand will continue."

Sprague Re-elected

Robert C. Sprague, president of Sprague Electric Co., was re-elected RTMA board chairman Thursday. Mr. Sprague, RTMA's first board chairman, has been a director since 1943 and served as president until April 1 when Glen McDaniel was elected the first paid president.

Five hundred manufacturers of radio and TV sets and components convened for discussion of their individual activities and those of the entire industry. Color television came in for a large share of debate during informal meetings in suites and corridors and at a scheduled closed session Tuesday afternoon. At that time, W. R. G. Baker, chairman of the television committee, presented the ad hoc report of the National Television System Committee (see story page 65).

No RTMA members made public their decisions, if any, to adapt their production lines to CBS color sets. Apparently, only those manufacturers who have publicly said they would "go along" with CBS are planning set production in the near future. They include Hytron, Air King, John Meck and Muntz TV.

RTMA's target date for completion of field tests on color systems and equipment has been set at Jan. 1, after which the established stand of the committee will be aired before the FCC. Eight new panels will be added by the NTSC at its next meeting in New York June 18.

Mr. Gibson said he had no doubt that manufacturers can deliver to the military as many end-products as are necessary "on schedule" and commended the industry as one of those "which grow vigorously" and which "continually rise to new levels of achievement."

Stressing the need for production, Mr. Gibson asserted that "controls are simply a means to an end, and the end is production." By 1953, "unless we are attacked," the U. S. should enjoy military security and expanded productive capacity, with high level civilian economy.

Meanwhile, "complex electronic equipment requires a vastly greater investment of labor and engineering by the end-product manufacturer than a comparable home television combination," Mr. Gibson stated. As an example, he said that about 86% of the price of a typical 17-inch TV set represents purchased materials and components, and labor and engineering the remainder. He also observed:

> You have not been asked to discontinue civilian production entirely [despite 30% cutbacks in steel, 40% in copper and 50% in aluminum in consumer durable goods], as you were asked to do—and willingly did—in World War II. I ask you to remember that in this defense mobilization, we are preparing for readiness and not for all-out war.

Television, "which is here to stay and has a universal appeal," is nowhere near the saturation point, Mr. Sprague said Thursday in his annual report to the convention.

Reminding set makers that in 1930 there were 13 million radio sets in circulation with a 40% saturation among 29 million homes, Mr. Sprague said radio in 20 years reached a 95% circulation. Television now has about a 40% circulation, he said.

"No one can deny it is rapidly becoming a necessity in every home, and within 10 years few American families will be without a TV receiver," he predicted.

He reminded set makers that "all past records" on commercial sales were broken in 1950, when equipment and parts produced were valued at more than $2.25 billion on the manufacturer's level.

Impact on Profits

Profits of 1950 will not be equalled "in the strictly commercial field" until the defense emergency "subsides" and the freeze on construction of TV stations is lifted. Continued military requirements combined with material shortages "will certainly curtail production of radio and TV sets and other equipment," he said, but predicted the military program "would take up much of the slack."

The "industry was rocked" during the height of TV set sales, Mr. Sprague said, by the FCC's decision favoring standardization of the CBS, incompatible color television system, "which practically all manufacturers and industry engineers considered impractical both technically and commercially." If "this blow" had come at a more normal time, Mr. Sprague said, "it might well have had a disastrous effect on the consumer market." As it was, it had "little" effect on sales, and the public "apparently was not so concerned with color as were members of the FCC," he noted.

The board chairman noted that 42 members were admitted to RTMA during the year, which, combined with losses, brought the total membership from 314 to 330.

Benjamin Abrams of Emerson Radio & Phonograph Corp., chairman of the Trade Practice Conference Committee, was authorized to complete preparation of a set of trade practice rules for the television industry, to include a provision against deceptive advertising on color television and the UHF.

Such advertising would be classed as "an unfair trade practice" under the code. A general public hearing for testimony would be held probably in Washington this fall or winter. The TV code is an

(Continued on page 38)

AD BUDGETS SAFE

OPS Assures Industry

ADVERTISING budgets should not be sliced because of price ceilings imposed on manufacturers, an Office of Price Stabilization economist said last Thursday.

Charges that OPS regulations—Ceiling Price Regulation 22 in particular—tend to curtail advertising expenditures were labeled "fallacious" by this expert, Gardner Ackley, assistant director for economic policy.

Critics assert CPR 22 and related agency orders to manufacturers "will severely restrict manufacturers' expenditures for advertising."

It was understood that the official statement of OPS was issued as the result of a surge of complaints and inquiries following attacks on CPR 22 by such critics as James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp. [BROADCASTING • TELECASTING, May 28].

Mr. Ackley, acting as OPS' standard bearer, offered the following points to allay fears of "manufacturers and advertising men":

● Assurance that "no OPS regulations will be issued which will in any way restrict the use of advertising."

● Purpose of the regulations is to set ceiling prices for manufactured products "that will be in sound and balanced relationships to each other and to costs."

● Fact that neither advertising "nor other overhead cost increases are taken into account does not mean that OPS regards them as any less legitimate or essential than other kinds of costs."

● All "available evidence" underlies profitable operation for manufacturers under ceiling prices set by the regulations.

● "Even if profits are in some cases reduced, it is inconceivable that any manufacturer would imperil his future market position by cutting down on his advertising budget."

● Best way for him to increase profits is by expanding sales, whether operating in normal markets or in fixed ceilings. "This often can be done only by the effective use of all advertising media."

● OPS "recognizes the important role" of advertising in the American economy.

Mr. Shouse's opinions were registered forcibly in an address to the American Marketing Assn. in New York, May 24.

CPR 22 is an "interim" pricing measure for manufacturers and is designed to take care of increased costs for factory labor and manufacturing materials up to specified cut-off dates. These increases are to be applied by formula to the price of the manufactured product.

However, there is no formula for applying increased costs in administration, sales, advertising or research, points which were deplored by Mr. Shouse.

Mr. Shouse had declared that CPR 22 was "actually profit control and not price control . . . these regulations are aimed at minimizing the very profits which supply the tax base for all of our defense effort financing. . . . Always before, excessive profits have been siphoned off in taxes or devices such as price renegotiation and price redetermination, but here profits will not be allowed to occur in the first place. This will destroy everything that has made the American economic system great."

To this argument OPS answers that the formula was issued to arrive at a manufacturer's price, "not to arrive at the manufacturer's profit."

Helps Cut Costs

Far from adding to the cost of an article, Mr. Ackley said, large-scale advertising "often makes it possible to reduce costs by enlarging markets, thus creating economies of mass production."

Arguments that increased advertising is not taken into account in pricing formulas, and thus would force reduction in manufacturers' budgets are "completely unwarranted," he asserted.

"For advertisers and advertising men to claim that OPS regulations will squeeze advertising expenditures by not recognizing advertising costs is to misunderstand both the regulations" and the nature of advertising itself, Mr. Ackley said.

In reviewing the regulations, he said, "The formulas do not permit increases in general overhead costs to be taken into account for a number of reasons, one of the most important being that overhead costs vary with volume."

NARTB INAUGURALS

Miller, Fellows Inducted

NARTB formally inducted Judge Justin Miller as chairman of the board and Harold E. Fellows as president in ceremonies held Tuesday night at the Hotel Statler, Washington.

Leading broadcasters, representatives of related industries and high government and Congressional figures attended the inaugural dinner, first event of the sort since Judge Miller became president in October 1945.

Association history was made as NARTB's first board chairman was sworn in by Bolitha J. Laws, chief judge, U. S. District Court for the District of Columbia. In turn Judge Miller swore in Mr. Fellows as his successor in the presidency.

Proceeds of the $20-a-plate dinner went to the Johnny Gillin Memorial Fund (see adjoining story; dinner guest list page 40). With the inauguration NARTB completed a reorganization set in motion last winter (see board story page 23).

Frank M. Russell, NBC Washington vice president, was chairman of the inaugural dinner committee and delivered introductory remarks. He introduced Paul W. Morency, WTIC Hartford, chairman of the Johnny Gillin Memorial Fund. Addresses were given by Judge Miller and Mr. Fellows. Entertainment was provided by an NBC orchestra and Gene Archer, NBC vocalist.

Reception in honor of dinner guests was held in the Statler's Congressional Room, with BMI as host. Numerous private parties were held before and after the ceremonies.

Ryan Absent

J. Harold Ryan, Fort Industry stations, NAB president in 1944-45, was unable to be present because of illness. Mrs. John J. Gillin, widow of the WOW executive, was a guest.

Mr. Morency outlined the general problems facing Judge Miller, as board chairman and general counsel, and President Fellows. Final decisions in the field of educational radio and television will affect the course of history and the life of every citizen, he warned.

Radio and TV competition, he said, must be approached with intelligence so both media "can have strength and make their proper places as advertising media and worthy tools of our civilization." History offers no example of one major advertising medium destroying another, he reminded.

Praise to Congress was paid by Mr. Morency for keeping inviolate provisions of the law forbidding censorship and holding to the idea that radio must be kept as free as the press. A vigilant trade association, he added, must guard against forays of power-hungry bureaucrats "who might urge licensing of broadcasting in every possible phase short of censorship, tax advertising beyond reach of advertisers and lead to eventual government control of broadcasting."

Mr. FELLOWS

Judge MILLER

* * *

Mr. Morency emphasized that NARTB "is not putting Judge Miller out to grass. Nothing could be farther from the truth." He praised his "outstanding record."

Judge Laws lauded the new board chairman as a longtime friend and referred to his distinguished career on the bench.

In his inaugural address Judge Miller predicted "the presently irritating controversy concerning the proper use of television in education will solve itself, and that the FCC will be completely vindicated in the generous provision which it has made for this purpose." He doubted if national, state and local governments will invest heavily in television in view of their reluctance to provide adequate housing and salaries for schools. Integration of academic thinking and the realities of life is necessary, he said.

Judge Miller referred to the current historical cycle in which the balance has swung away from recognition of individual freedom to increased reliance upon the power of the state. Pointing to the worldwide trend, he said the United States "has become practically an oasis in a worldwide desert of free speech and press abridgment."

The approach toward state controls is more subtle in this country, he said, utilizing the techniques of licensing and taxation. He commented on the recent decision by the Circuit Court of Appeals in the transit radio case (see story page 25) by calling it "a decision of abridgment based on annoyance to the listener. It is interesting to speculate on the possibilities of the doctrine enunciated by the court. Now we should be able to stop crying babies, barking

(Continued on page 36)

GILLIN MEMORIAL

Industry Pays Tribute

THE MEMORY of Johnny Gillin, whose services to broadcasting are being recognized in the form of a memorial at Creighton U., was honored last week by broadcasters, leading government figures and others prominent in national life.

Proceeds from the NARTB inaugural dinner last Tuesday have been turned over to the Johnny Gillin Memorial Committee, of which Paul W. Morency, WTIC Hartford, is chairman (see inaugural story this page).

Several hundred persons paid tribute to the late WOW Omaha president in the Presidential Room of the Hotel Statler, Washington. Mrs. Gillin was present.

A check covering proceeds of the $20-a-plate dinner was presented to Chairman Morency by Frank M. Russell, NBC Washington vice president and chairman of the dinner committee.

Mrs. GILLIN

* * *

With this contribution the memorial fund is understood to have passed the $10,000 mark. The committee is continuing its work until the fund is adequate to support the Creighton medical school's program of research, training and treatment in the field of cardiac vascular disease, in Mr. Gillin's memory.

A touching tribute came at the conclusion of the evening's program as Gene Archer, NBC Washington vocalist, sang a series of Irish ballads which were favorites of Mr. Gillin. The dinner guests joined in the singing.

Over 100 WOW employees sent a large display of roses in honor of "a wonderful boss and true friend."

Mr. Morency recalled that Mr. Gillin was just 45 at the time of his death last summer, having been in radio 22 years. "Johnny Gillin epitomized American broadcasting as a profession," he said, adding that Canadian broadcasters called him "the best ambassador to Canada the United States ever had." For many years Mr. Gillin represented American broadcasters at the annual convention of the Canadian Assn. of Broadcasters. Malcolm Neill, CAB board chairman, sat at the head table.

Judge Miller, in his inaugural address, referred to the leadership qualities of Johnny Gillin in these words:

> Those of us who are directly concerned with broadcasting, as well as those who have joined with us here, in sympathetic interest, realize the significance of that professional spirit in broadcasting which was personified in the life of Johnny Gillin; and in the trusteeship with which we are charged in its administration. This is the point at which comes the only effective answer to those who see and condemn the growing pains, the awkwardness and the occasional venality of broadcasting.
>
> Demands for governmental restraints, controls and disciplines are always evidence of inadequacy, or carelessness, upon the part of those charged with responsibility. Members of the older professions are well aware that one shyster, one malpractitioner, can give a profession a bad name in a community.
>
> They are aware, also, that honest, forthright efforts on the part of the organized professional group to correct and prevent abuses are accepted by the public in good faith and good will. More power to men like Johnny Gillin. May we have more such occasions to honor more such men.

Mr. Fellows eulogized Mr. Gillin in these words: ". . . Johnny Gillin —ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime."

With Mr. Morency on the memorial committee are John Blair, John Blair & Co.; Carl Haverlin, BMI; Clair R. McCollough, WGAL Lancaster, Pa.; Frank E. Mullen, consultant; J. James Neale, Dancer-Fitzgerald-Sample; Wesley Nunn, Standard Oil Co. of Indiana; William B. Ryan, BAB; Frank Silvernail, BBDO; P. A. Sugg, WKY Oklahoma City; Niles Trammell, NBC.

Businesswise Bankers

Find Radio an Outstanding Medium

SAVINGS AND LOAN associations across the nation have found that advertising dollars spent on radio pay big dividends in customers.

While programming may differ because of management policies and local listening habits, associations from Massachusetts to Oregon are using broadcasting as one of their principal methods of getting new business.

Here are typical examples:

● The Portland, Ore., Benjamin Franklin Savings & Loan Assn. credits its *Bob Hazen Show*, on KEX Portland, with bringing in $1 million in deposits.

● During one 10-week period the Boston Federal Savings & Loan Assn. opened 375 new accounts totalling $450,000—most of which were a direct result of radio advertising on WEEI Boston.

● Ten years' use of a radio news program on KVOO Tulsa coincides exactly with the increase in assets of the Home Federal Savings & Loan Assn. of Tulsa from just over $6 million to more than $28 million. The firm now uses additional news programs on KTUL Tulsa.

● "Radio has done, and is doing a job" for the Worcester (Mass.) Federal Savings & Loan Assn., according to Vice President Al Graham. The firm uses WTAG Worcester for the majority of its programs and spots.

The Portland Benjamin Franklin Savings & Loan Assn. traces over $1 million of its deposits directly to the *Bob Hazen Show*, 7:45-8 a.m., Monday through Friday, on KEX.

One unusual feature of the three-year-old show is the fact that Bob Hazen is not "in radio," but is vice president of Benjamin Franklin and the son of the firm's president, Ben Hazen.

Franklin Theme Dominates Firm's History

The company is 25 years old and has followed the Benjamin Franklin theme in all phases of its business from office decor to radio program. When it was decided to go into radio advertising a "town crier" personality was sought. Many were auditioned before it was decided to use the loan company executive. His lack of a "professional" radio voice has proved an asset to the program because he has a "pleasant sparkle" that appeals to listeners as like "someone you might know."

The program consists of good humored comment, plus a few records. The firm stresses the theme "Pay Yourself First" before spending money for other purposes. Home loan service also is pointed up in the advertising messages.

Once or twice during the year the Benjamin Franklin Assn. uses spot saturation for a particular campaign. On one such campaign over 1,000 "home builder's kits" containing information of interest to prospective home builders were distributed. About one-third of the advertising budget goes into radio and an expansion of the radio format is being contemplated.

Beside the two Hazens, officers of the firm include E. N. Bellus, vice president; Rex Parsons, treasurer; Fred S. Winters, secretary, and Louis Scherzer, assistant vice president. Agency handling the account is Allen & Clenaghen, Portland, with Everett Mitchell as account executive. A branch office was recently opened in the Hollywood district of Portland.

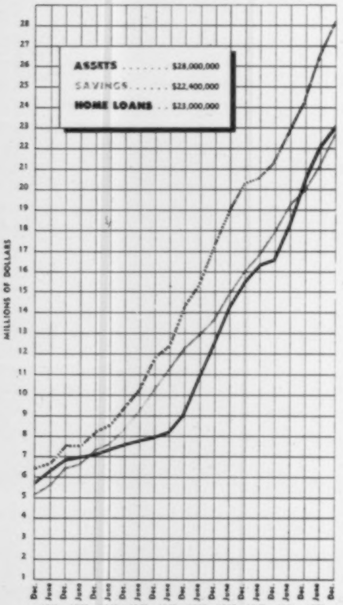
THE Boston Federal Savings & Loan Assn. has used radio since 1946. During that time its resources have risen from $13.5 million to more than $26 million.

In one 10-week period the institution opened 375 new accounts totalling $450,000 and found that most of them were a result of radio advertising, according to Herbert F. Taylor Jr., president.

From the time it entered radio in 1946 it has sponsored a 10-

(*Continued on page 82*)

* * *



* * *

Ten-year growth of Home Federal Savings & Loan Assn. is indicated by this chart. Use of a radio news show on KVOO exactly coincides ◄ *with this 10-year history.*

Vice President Bob Hazen, of Benjamin Franklin Savings & Loan Assn., Portland, is the voice of the Bob Hazen Show *on KEX.*

* * *

Some of the personnel behind Worcester Federal's radio promotion success are: Seated (l to r) President Raymond P. Harold; WTAG Commercial Manager Bob Brown. Standing, Johnny Dowell, who plays their "Man from Friendship Room" and is the Johnny of Julie 'n' Johnny *program; Al Graham, vice president in charge of advertising; WTAG Program Director A. J. Brissette; and Julie Chase, other half of* Julie 'n' Johnny *team.*

* * *

Window displays tie in with the 10-minute news program on WEEI to make radio the best medium for Boston Federal Savings & Loan Assn.

Boston Federal Savings
The whole town's talking!—about THE BOSTON BRAVES---THE BOSTON FEDERAL
1876
1951

NEW BAB CAMPAIGN

Unveiled by Ryan

BAB's plans and projects for supplying its member stations with the kind of promotion material that will get them more dollars from day to day were unveiled Friday in Louisville by William B. Ryan, BAB president, in a hard-hitting talk to the Kentucky Broadcasters Assn. (see separate story page 30).

Decrying the all too common practice of selling radio on the basis of program ratings which basically measure the "ingenuity of individual advertisers" instead of the great audience at low cost which radio offers to all users, Mr. Ryan declared that BAB "is dedicated to the job of producing the most tangible direct sales aid and promotion material for broadcasters," designed both to sell time and to prove the effectiveness of radio advertising.

In addition to continuing and improving all of its current sales aid services, BAB is now taking on four "new vital projects," Mr. Ryan said. First is the publication, for the exclusive use of BAB members, of 51 of the "most compelling studies of Audience Research Bureau Inc., proving conclusively the superiority of radio over newspapers as a traffic and sales getter for retail stores." Reports on these studies will be distributed as fast as they can be tabulated and printed, he said. He noted that Macy's in New York and Marshall Field's in Chicago are among the latest stores to sign for ARBI tests.

A series of controlled clinical tests, to be conducted "with the cooperation of a major national agency, one of its clients and station operators in selected markets," will comprise the second new BAB project. These tests are designed, Mr. Ryan explained, "to determine for broadcaster and buyer the best copy techniques, the best and most appropriate methods of merchandising the radio advertising and the resultant sales achieved for a branded, nationally advertised product."

In addition to the national tests, BAB also will conduct the same type of controlled tests, made in the same way, on a local basis for a variety of products. One might be for shoe stores, he said, pointing out that "the results will be projectible to any size or type of market, since the objective will be how best to sell shoes by radio advertising." If the first tests turn out as well as anticipated, they will become a continuing BAB project, he said.

BAB's third new project is a manual for station managers and salesmen reporting on the seasonal retail sales of more than 90 principal classes of merchandise and including a complete record of the newspaper advertising used month to month for these products. "In my own opinion," Mr. Ryan declared, "this manual will be the finest guide to intelligent, resultful, time-saving sales management that has ever been made available to a station sales manager."

The fourth project described by Mr. Ryan was a basic presentation of radio as an advertising medium which he said "should be and in fact must be" the best such presentation ever developed, adopted for use with local, spot or network prospects. The four networks and WOR New York have opened their files or basic information to BAB, he stated. In addition, Hooper, Nielsen, Pulse and Schwerin have offered BAB new data never before available for general circulation among broadcasters.

BAB is also starting work on a major, long-term project, designed to unearth radio's "vital total measurements and values," Mr. Ryan stated, pointing to the present lack of up-to-date information on the number and distribution of the nation's radio receivers, adult versus child listening, how much of the population of a given area is missed by the advertiser who drops radio for TV, how the family and its individual members rate radio as an institution in the home, the extent of out-of-home listening, and many other factors. Pilot studies in selected markets will be made to check methods and techniques, he said, before any nationwide study is undertaken.

Indexing Statistics

Meanwhile, BAB is engaging library personnel to compile and index all available statistics, Mr. Ryan reported, stating that this work "has a top priority and within a few months should place BAB in position to render an invaluable service to stations, networks and station representatives."

As of May 31, BAB had 831 members, whose combined payments give the organization an annual income of $213,600, Mr. Ryan said. Of the total, 796 are NARTB members who joined BAB under the special dues schedule by pledging 30% of the NARTB dues to BAB. The other 35 stations, which do not belong to NARTB, pay monthly dues to BAB equal to one-half their highest hourly rate. These 35, signed by BAB since the middle of March, including seven CBS O-&-O stations, six Westinghouse stations and 22 individual independent stations.

WJR BOARD

New Directors Elected

THREE new directors have been elected to the board of WJR Detroit, John F. Patt, president, announced following a special meeting last week.

In addition to the vacancy created by the death of Owner G. A. Richards [BROADCASTING • TELECASTING, June 4] the board decided to add two more directors, increasing the total to seven.

The three new directors are Worth H. Kramer, vice president and general manager of WJR; Selden S. Dickinson, general counsel for the company, and F. Sibley Moore, who at the same time was elected to the position of assistant treasurer.

Mr. Moore is a son-in-law of the late Mr. Richards and will represent the family interests.

Following Mr. Richards' death, Mr. Moore was elected to the board of the WGAR (Cleveland) Broadcasting Co., a Richards' station.

In line with the above actions, he also will be elected to the board of the third Richards' station, KMPC Los Angeles.

At the WJR board meeting, a regular dividend of 10 cents per share was declared.

The board also passed a memorial resolution in honor of its late chief stockholder and board chairman.

In part, the resolution stated that, "Mr. Richards made many notable contributions to the radio, automobile and tire industries. He was a man of great vision and unusual imagination. His ideas and his pioneering spirit were the motivating forces behind the growth and development of his three stations to their present position of influence in the industry. We, his associates, will always revere his memory."

Other members of the WJR board are Frances S. Richards, John F. Patt, G. F. Leydorf and William G. Siebert.

◀ *New WJR directors (l to r) Messrs. Moore, Kramer and Dickinson.*

ABC-UPT MERGER

Various Delays Seen In Finalization

PROSPECTS for completion of the $25 million merger of ABC and United Paramount Theatres before late summer appeared to dwindle last week as spokesmen said the applications which need FCC approval—highest hurdle to be cleared—will not be filed until after stockholders' meetings in late July.

UPT officials had thought earlier that the necessary clearances from the stockholders and the Commission might be approached simultaneously, and had hoped for final approval by late July or August.

The UPT board of directors gave its formal approval to the deal at a special meeting last Wednesday and simultaneously set July 27 as date for the UPT stockholders to meet and pass on the plan. The ABC board approved it the preceding week but has not yet scheduled a stockholders meeting, though this, too, is expected to come in July.

The FCC's normal time schedules, coupled with its expected call for a hearing on a transfer of this magnitude, left little hope that the final clearance could be secured before late summer or early fall.

In a side deal the ABC-UPT group—to be known as American Broadcasting-Paramount Theatres Inc.—would sell UPT's WBKB (TV) Chicago to CBS for $6 million, since ABC already owns WENR-TV there. Presumably the application for FCC approval of this transfer will be prosecuted with the ones covering the merger, but dependent upon the merger's winning Commission sanction.

CONFIDENCE VOTE

Given by Ky. MBS Group

A KENTUCKY MBS affiliates group agreed last Thursday to support any proposed changes in affiliates contracts and to give the management of Mutual "a vote of confidence" after its decision to cut its rates in afternoon and evening time segments [BROADCASTING • TELECASTING, June 4].

The committee met at the Seelbach Hotel in Louisville, concurrent with the Kentucky Broadcasters Assn. meeting, under the chairmanship of Robert Carpenter, eastern manager for MBS station relations.

Muzak Elects Mitchell

ELECTION of Maurice B. Mitchell to the Muzak Corp. board of directors was announced Friday by Harry E. Houghton, Muzak president. Mr. Mitchell, who has served as vice president and general manager of Associated Program Service, a division of Muzak, since last September, earlier was director of the Broadcast Advertising Bureau of NAB and general manager of WTOP Washington.

LOCAL 802 'ELITE' HIT

Petrillo to Act

AMERICAN Federation of Musicians President James C. Petrillo told some 1,100 delegates to the union's 54th and largest annual convention last week in New York that a dissident "elite committee" of New York Local 802 had demanded a "general strike" at the time of the radio-television network settelement last March [BROADCASTING • TELECASTING, March 19, 12].

"There's a little bit of communism here some place," he said in n opening address Monday. "This ommittee is a little bit painted red. You know how Communists work. They come into a good organization and start dissension."

Out of 30,000 members of the local, only 700 attended the meeting which voted to strike, Mr. Petrillo noted. He said he was not quarreling with the bulk of the membership or Local 802 officers, who had been cooperative.

But speaking directly to the "committee of 20," who were in the hall "some place," he said, the AFM chief declared that "we're not going to take away the charter of this local. We'll take you one at a time and throw you out into the street alone, without company."

Calling the March agreements with the networks "the best I ever put my signature to in 35 years as a labor leader," and "the best any labor leader ever secured," he said that "you can't bluff the companies today. They're lousy with money, and the government protects them with slave labor laws."

Hitting the steel, automobile, railroad and coal strikes of recent times, he said that leaders of those strikes could not "faithfully say they won their strikes."

"They say I'm not the Petrillo I used to be," Mr. Petrillo continued. "Well, I'm not. And thank God, I'm not. When you elect a new leader, make sure he's not the kind who says, 'I did it this way 20 years ago'—and that's good enough today."

He continued in an emphatic tone: "We'll fight only when we can win; and when we can't, we'll shut up."

The "elite committee — those mental giants, those pillars of wisdom," he continued, " was composed of $500-a-week guys" who wanted to penalize sponsors for taking programs off the air. "If we're going to do that," the AFM head said sarcastically, "what are we supposed to do to companies that never have had a program on the air?"

Turning to the subject of TV films, after citing payment by the recording companies of $2 million last year into AFM Trust Fund No. 1, which hires unemployed musicians for concerts before hospital, school and other public groups, Mr. Petrillo said that Trust Fund No. 2 with the networks was "well on its way."

He revealed that an agreement had been reached two weeks ago with Republic Pictures under which the latter will re-score old pictures before their sale for television use and will pay 5% of gross proceeds from both their sale and that of new pictures. Monogram Pictures had agreed to a similar contract earlier, and David O. Selznick had one under consideration, he said.

Film Pacts Expire Soon

Although no discussions with major film companies had been held as yet, Mr. Petrillo pointed out that AFM-film company contracts expire next Labor Day. "What's coming in Hollywood, I'm not prepared to say," he said. "With United Paramount going into television, it looks as if something is about ready to break."

Mr. Petrillo urged "mothers and fathers of the United States and Canada" to prevent their children from taking music lessons and "starting out on the road to starvation. Stop your children from studying music until such time as the government permits musical culture to live," he said.

A telegram from President Truman congratulating the federation for its contributions to "The Voice of America . . . radio programs informing veterans of their rights and benefits . . . the Armed Forces Radio Service and . . . other federal agencies . . ." was read.

Petrillo Elected

Mr. Petrillo was elected to his 12th term as AFM International president without opposition.

Also returned to office were:

Charles L. Bagley, Los Angeles, as vice president, and four incumbents of the union's international executive board: Herman D. Kenin, Portland, Ore.; Stanley L. Ballard, Minneapolis; George V. Clancy, Detroit; and Walter M. Murdoch, Toronto. A fifth member, Charles R. Iucci, New York, was elected in a close race over William Harris, Dallas, to replace John L. Parks, Dallas, who resigned.

Leo Cluesmann, Newark, and Harry J. Steeper, Jersey City, were re-elected secretary and treasurer, respectively, without opposition.

POSTAL RATES

Committee Votes Increase

INCREASED second-class mail rates for newspapers and magazines were voted last Thursday by the House Post Office Committee. The measure (HR 2982), if passed by the House, will go to the Senate where the Post Office Committee in that chamber has been conducting hearings on postal rates.

The post office bill calls for a 60% rise in second-class mail rates over a three-year period. The category includes magazines and newspapers.

Newspaper spokesmen had told the committee during hearings that their industry could not afford more than a 30% increase.

President Truman had originally requested a doubling of second-class postal rates and had cited newspaper and magazine advertising in his message, noting there was little excuse "for general taxpayers to subsidize advertisers" [BROADCASTING • TELECASTING, March 5].

To Sponsor Peggy Lee

REXALL DRUG CO., Los Angeles, to sponsor *The Peggy Lee Show*, on CBS, Sunday, 7:30-8 p.m., as a summer replacement for *Amos 'n' Andy*, also sponsored by Rexall. The agency is BBDO, Los Angeles.

DEFEND FREE ENTERPRISE

KBA Told

BROADCASTERS should speak out in defense of free enterprise in the wake of government threats of censorship and also sell freedom in the United States, the Kentucky Broadcasters Assn. was told at its mid-year meeting in Louisville, last Thursday.

The warning against threat of Congressional censorship by legislation and by FCC in the form of "punishment by revocation" was sounded by R. T. Mason, WMRN Marion, Ohio, in a luncheon address to KBA at the Seelbach Hotel. Mr. Mason is NARTB District 7 director. Charles Warren, WCMI Ashland, Ky., presided as KBA president.

Delegates also heard a round of discussions on such topics as the annual Voice of Democracy contest, Voice of America's psychological campaigns overseas, the G. A. (Dick) Richards-FCC case, and the Benton proposal to set up a National Citizens Advisory Board to watchdog commercial radio-TV (see separate story).

Panel discussions explored small station operation, profitable news programming, local and national spot rate structures, and educational radio projects.

Speaking on "It's Your Voice—Use It," Mr. Mason reviewed the benefits of the Voice of Democracy contest, sponsored annually by NARTB, Radio-Television Mfrs. Assn. and the U. S. Chamber of Commerce, as well as the Freedom Foundation campaign.

There is perhaps no other group greater qualified than American broadcasters to serve as "the voice of freedom," Mr. Mason told KBA delegates. "If radio is powerful enough to check the philosophies of governments within other countries, [as attempted through the Voice of America], then why isn't it powerful enough to sell freedom in the United States?"

Mr. Mason also touched on the Richards' renewals case and on charges that the station owner was "persecuted" by the FCC prior to his death. Another target was legislation proposed by Sen. William Benton (D-Conn.), which conceivably could "enslave American radio," Mr. Mason said, and the Senator's pitch for subscription radio. Sen. Benton was accused of using his bill (S 1579) and the subscription idea to promote his own ends.

Self-Service Hit

Politicians and labor, he continued in another vein, are using radio for their own objectives, while commercial radio stations are asked to provide free time for broadcasts. And educational radio, in some cases, has served to promote "propaganda stations" rather than educational issues, he said.

Turning to threat of censorship, Mr. Mason asserted that with various pending bills on Capitol Hill and FCC controls, stations are nearing the point where punishment by revocation of licenses may be a reality. "If we can sell soap and alcoholic beverages as cure-alls, we can sell American freedom of enterprise and it's time for American broadcasters to speak up," he declared.

The meeting opened Thursday morning with business sessions for member stations. A resolution was passed calling for an annual $150 scholarship for an outstanding student in the Radio Arts Dept. of Kentucky U. Members also moved that the KBA executive committee appoint one of its members or one from stations to make a study of station problems dealing with programming, sales promotion, copy, engineering, cost factors.

Mr. Mason was presented with a plaque honoring his as a Kentucky Colonel at the luncheon. Presentation was made by J. Porter Smith, WGRC Louisville.

In the afternoon session, sales panel was held on "Localize Your Station and Program to People," under chairmanship of Mike Layman, WSFC Somerset. Others participating were Harold E. King, WPKE Pikeville, and Ed Willis, WLAP Lexington. Consensus of panel was that most stations would keep or raise local and national spot rates. Ed Weldon, WKYW Louisville, reported on a local ARBI study.

Oliver Gramling, assistant general manager of AP, spoke on "Your News and Its Revenue Potential," stressing profitable news coverage on the local level.

Friday's meetings were highlighted by William B. Ryan's Broadcast Advertising Bureau presentation (see story page 29), sports broadcast-fee panel, a report on BMI and a TV session.

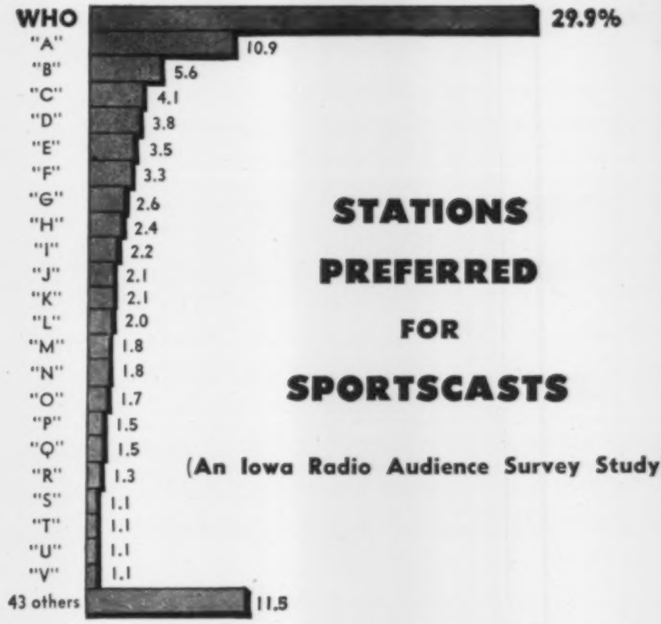
XUM

No. 2 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Sports

IN IOWA, WHO IS THE PREFERRED Sports Station

One of the significant trends in Program Popularity in Iowa is the increasing interest in Sports. Since 1946, Iowa women have raised their preference rankings for Sports from eleventh place to seventh; in 1950, 72.7% stated that they "usually listen" to Sports. By the same token, Iowa men have raised their ranking of Sports from fourth place in 1946 to third in 1950, with 80.0% "usually listening".



STATIONS PREFERRED FOR SPORTSCASTS

(An Iowa Radio Audience Survey Study)

In Iowa, Sports are one of the *important* elements in any station's ability to build and hold an audience — and *far more Iowa people prefer WHO for Sports than prefer any other station.*

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

RADIO-TV ON HILL

Coverage Study Set

A KEY Congressional committee will look into the question of broadcasting and telecasting the daily operations of Congress at a hearing set for this Friday, it was announced last week.

This is the first breach of the dam built around the somber halls of Congress to keep out the inquisitive camera and the sensitive microphone. Attempts in the past, particularly following the historic radio-TV coverage of the Kefauver Crime Committee hearings, have been throttled in either the Senate or House Rules Committees.

However, the Senate Executive Expenditures Committee has set the general subject down for airing and it has scheduled the most vociferous legislators who support radio-TV coverage in Congress. Sen. Estes Kefauver (D-Tenn.), Jacob Javits (R-N. Y.), Rep. Arthur G. Klein (D-N. Y.) and Sen. Alexander Wiley (R-Wis.) have been demanding right along that Congress do something about resolving the question.

The Expenditures Committee is looking into two dozen or more phases of Congressional procedure and radio-TV is but one of them. Hearings are being conducted daily and are scheduled to end June 20. Purpose is to review the operation of the Reorganization Act, the machinery under which both houses of Congress operate from day-to-day.

Studied Five Years Ago

It was this committee which studied the entire question of Congressional procedures five years ago and which led to adoption of a reorganization.

If after examination there are new developments or improvements needed in the opinion of the committee, a bill will be drafted embodying these proposals.

Chairman of the committee is Sen. John L. McLellan (D-Ark.). Other Senators on the committee are Clyde R. Hoey (D-N. C.); Herbert R. O'Conor (D-Md.), who also is present chairman of the Crime Investigating Committee; Hubert H. Humphrey (D-Minn.), William Benton (D-Conn.), A. Willis Robertson (D-Va.), A. S. Mike Monroney (D-Okla.), Joseph R. McCarthy (R-Wis.), Karl E. Mundt (R-S. D.), who has been active for a "worldwide TV network"; Margaret Chase Smith (R-Me.), Andrew F. Schoeppel (R-Kans.), Henry C. Dworshak (R-Idaho) and Richard M. Nixon (R-Calif.).

Chief sparkplug on the committee staff level is Dr. George B. Galloway, senior specialist on legislative organization in the Library of Congress, who helped write the La-Follette-Monroney Act (Reorganization Act). He has been assigned to the committee for the hearings and if a bill is drawn he will be in charge.

The LaFollette-Monroney Act streamlined House and Senate committees, enlarged their research staffs, required the registration of lobbyists and tried to strengthen curbs on deficit spending.

MRS. L. C. BOSTIAN

Jolliffe's Daughter Dead

MRS. LOGAN CHAPPEL BOSTIAN, 25, daughter of Dr. Charles B. Jolliffe, executive vice president in charge of RCA Labs Division and an RCA board member, died from an unexpected hemorrhage at All-Souls Hospital, Morristown, N. J., June 3.

She is survived by Mr. Bostian, a chemist of Morris Plains, N. J., where they made their home; an infant son, William Jolliffe Bostian; a twin sister, Mrs. Arthur T. Clemen; and Dr. Jolliffe. Funeral services and cremation were held in Morristown.

EMERGENCY PLAN

Majority of Stations Willing to Cooperate

ABOUT 90% of broadcasters contacted thus far by the FCC have indicated that they favor the Commission's operational plan for radio-TV stations in the event of emergency and have signified an intent to participate in the alert system, it was learned last week.

About 200 licensees of AM-FM-TV stations have been reached through FCC's field offices or have written the Commission in Washington expressing their comments on the plan.

The first phase of the proposal—a so-called "interim plan"—has been completed by the FCC engineering staff and needs only White House approval of an executive order to put it into operation. Interim procedure is described as the first step in a long-range program, with provision at the outset for limited operation.

Broadcasters have been told that they may elect to take part in the system by undertaking certain technical modifications in equipment or remain silent in the event of enemy air attack [BROADCASTING • TELECASTING, April 2].

The exact location of the executive order, which would set forth the President's authority to invoke emergency provisions of the Communications Act, was traced last week to the Air Force communications branch within the Dept. of Defense.

The directive already has been analyzed by the Budget Bureau, which compiled comments from all government agencies as a routine matter and which shortly will review a redraft of the order based on agency suggestions. The White House is the next and last step [BROADCASTING • TELECASTING, April 23]. The order may be released within a fortnight.

The content and spirit of the order also was disclosed to BROADCASTING • TELECASTING last week, as presently constituted.

It will, of course, serve notice that the Chief Executive is empowered to invoke Sec. 606 (c) of the Communications Act through the FCC under his national emergency proclamation of last year.

The order will be divided into two sections: One devoted to "other than government agencies"—radio-TV broadcasting stations, police, fire and emergency systems, etc.; the second will spell out compliance of other government agencies, such as procedure to be followed by the Federal Civil Defense Administration with respect to communication services, the Dept. of Commerce and others.

As it now stands, other devices capable of serving as navigational aids—non-broadcasting radiations—are not controlled under the Communications Act. The Defense Dept. hopes to polish its comments on proposed legislation to accomplish this purpose and speed them to the Senate Interstate & Foreign Commerce Committee, which had deferred action pending a reply from the military on a similar amendment.

REPLACEMENT PARTS

NPA Studies Priorities

PROVISION for replacement parts for home-type radio-TV receivers and for equipment used by amateur radio operators, as well as further cutbacks in civilian consumption of raw materials, figured prominently in allocation developments last week.

Priority ratings for home sets, under the government's "maintenance, repair and operation" (MRO) regulations, were under study at National Production Authority, which earlier this year placed commercial radio-TV studio equipment under such priority [BROADCASTING • TELECASTING, May 28].

The government's decision to keep the nation's radio and television sets in good working order on a par with station transmitters and other equipment—the regulation was on the borderline of approval last week—was seen as a further recognition of the industry's importance in civil defense and other vital emergency functions.

Under the broadened MRO order, repairmen would be empowered to issue a priority rating to suppliers or distributors for replacement parts.

Another situation involving MRO procedures is that under which broadcasters, using existing facilities, can obtain priority for alteration and additional quarters where they use less than 25 tons of steel at a cost of under $5,000 a year [BROADCASTING • TELECASTING, May 14]. Broadcasters need not file applications under the government's new order requiring authorization for new building which consumes steel.

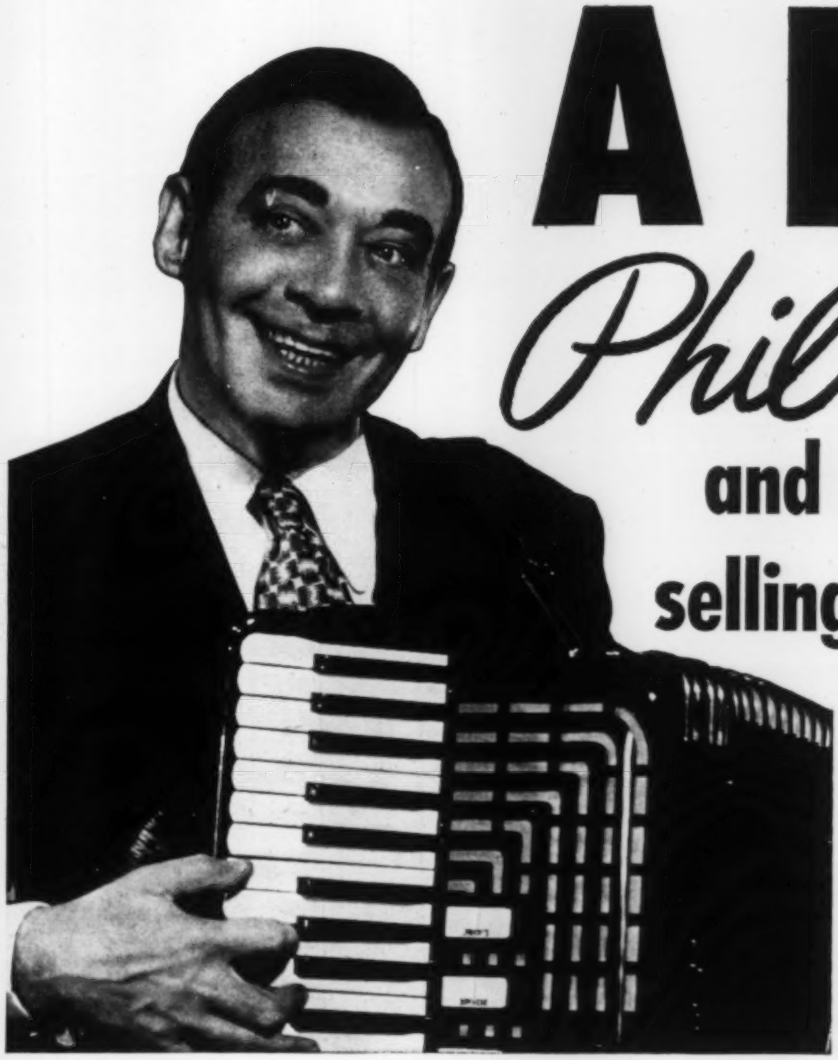
In view of steel's vital strategic nature—it was cut back another 10% last week, or 30% below pre-Korean levels—and its importance in new construction touching on broadcasting facilities, NARTB has set out to compile estimates of its requirements for radio-TV towers, installation of transmitters, etc. NARTB will submit its findings to NPA as a result of an industry-government meeting within the past fortnight.

NPA Administrator Manly Fleischmann had advised an NARTB delegation there is some prospect that restrictions on radio-TV facilities may be relaxed where existing equipment is utilized and demands on steel are not too heavy [BROADCASTING • TELECASTING, June 4].

The MRO subject arose prominently following a meeting of electronic parts and component parts distributors with NPA officials fortnight ago. NPA's Office of Civilian Requirements, headed by Lewis Allen Weiss, former MBS and Don Lee broadcasting executive, endorsed the advisory group's resolution that amateur radio operators be adjudged "essential" and given priority rights for parts. The conference was held in line with OCR's activities in the wholesale and retail trade fields.

The steel cutback specifically spells out home, portable and auto radio receivers, radio-phono combinations, wire-tape recorders, TV receivers, radio-TV and radio-TV-phonograph combinations, and record players. The 10% cut applies to the July-September quarter. Second quarter cutbacks on civilian goods was 20% of the base period.

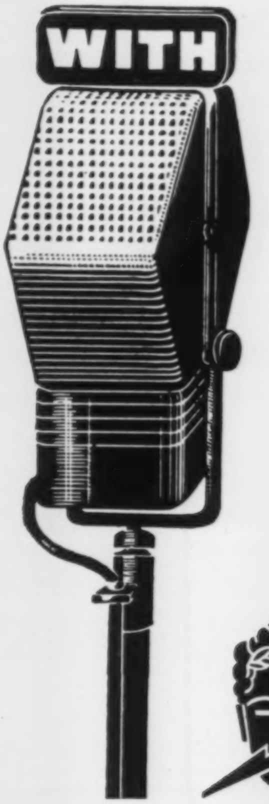
In another move last week, the government earmarked for June 20% of the nickel supply for important civilian requirements in communications and other fields. The amount is the same as set aside for May, but is a departure in that the government previously had specified defense-rated requirements.



A HIT!

Phil Baker

and his personal selling in Baltimore



You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself . . . and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.

TOM TINSLEY, President • *Represented by HEADLEY-REED*

PENN DEFIES NCAA

Faces Expulsion

ORGANIZED effort of the nation's colleges to operate a sports monopoly was shaken last week.

The jolt came Wednesday when the U. of Pennsylvania defied the National Collegiate Athletic Assn. experimental plan for limited telecasting only. Penn announced it would continue its policy of telecasting its contests.

Thursday NCAA countered by suspending Penn and moving to expel the Philadelphia university from its 300-membership body.

On Capitol Hill, Chairman Emanuel Celler (D-N. Y.) of the House Monopoly subcommittee declared that Penn is "grievously in error" in refusing to comply with the NCAA agreement.

Anti-Trust Aspect

Rep. Celler told newsmen that it is "technically true" that the university would violate the Sherman Anti-Trust Act if it joined the nationwide ban.

Penn had cited the Sherman Act as one of the reasons for deciding to continue football telecasts.

However, Rep. Celler commented it is "very doubtful" that the Justice Dept. would prosecute those invoking the ban.

"The decision is not very realistic," he said. "I think the action is unfortunate in refusing to keep step if all the other schools have decided to go along."

Meanwhile, the Dept. of Justice was watching developments closely in view of NCAA's expulsion of Penn and its boycott threats to force other colleges into conformity.

Penn's action and the subsequent expulsion placed Quaker opponents in the position of either ignoring the NCAA agreement or cancelling their scheduled games with the Penn eleven.

Would Break Moratorium

If other major teams follow Penn's bolt from the NCAA fold, the association's moratorium, designed to gauge TV's impact on gate receipts, will be broken.

However, with several of Penn's rivals discussing the possibility of not meeting Penn on the gridiron this season, NCAA appeared to be holding the line.

NCAA, in the meantime, continued its policy of accepting bids until June 28 for sponsorship of the limited telecasting permitted under its plan.

ABC was understood to be completing plans to telecast all eight home games of the Quaker eleven this fall. It was learned from a reliable source that ABC had contracted to pay Penn $250,000 for TV rights.

Penn's decision was announced Wednesday in a telegram from Francis Murray, athletic director, to Dr. Hugh C. Willett, of the U. of Southern California, NCAA president.

The telegram asked for a special meeting to reconsider the restrictions and said Pennsylvania will carry on as an obligation to its alumni, friends and the public its 11-year record of television.

Penn added that it would cooperate in studying and reporting to NCAA on the effects of television but would not join in a ban on television.

Tom Hamilton, U. of Pittsburgh athletic director, and chairman of the NCAA TV Steering Committee, commented bitterly:

Sets Self Apart

"By breaking away, Penn is setting itself apart from the community of colleges and incidentally taking advantage of the artificial vacuum caused by the willingness of other colleges to pass up financial gain this year."

Ramifications developed almost at once:

- Eastern Collegiate Athletic Conference, composed of 91 colleges of which Penn is a member, had voted March 13 to abide by NCAA's ban on individual telecasts and requested its members to declare null and void any contract signed after that date which had in it a live telecasting clause.

Asa Bushnell, ECAC commissioner, pointed out that the ECAC constitution includes a firm agreement among member colleges that they will confine their competition to schools living up to conference rules and resolutions.

- Cornell commented that Penn's action may force cancellation of their traditional game, now scheduled for Nov. 24. A spokesman said that a contract already signed would be reviewed.

- Columbia said the contract for the Oct. 20 game had not been signed and that it had notified Penn that it would be unwilling to sign unless Penn abided by the NCAA and ECAC resolutions.

- William & Mary answered with a resounding "yes" when asked if it would play the TV rebels. Rube McCray, head coach and athletic director, said "we have signed a contract to play Penn Nov. 3 and we're going to play. If NCAA wants to expel us, they'll just have to." He added: "That's my personal opinion. I will say our school committee on athletics might reverse me, but I think we will play the game."

Other Penn gridiron opponents said that they would have to consider the matter further before deciding on a course of action.

Notre Dame, not a Penn opponent, but a university which is sacrificing much revenue for the 1951 season by conforming to the NCAA plan, expressed surprise over Penn's bolt but would not take sides at first.

Later Orrin C. Krueger, graduate manager of athletics at West Point, said, "Everything points to the fact that we will play Penn." He said Army would resume telecasting its home games if the NCAA plan broke down. "A lot depends on that little school out in Indiana (Notre Dame)," he said.

Dartmouth indicated it would abide by the NCAA and ECAC agreement. It has not yet signed a contract for the Penn game.

The Naval Academy said it had signed a contract with Penn but issued no comment on the stand it would take.

SPORTS INQUIRY

Judiciary Groups Get Anti-Trust Bills

CONGRESSIONAL scrutiny of alleged restraints on broadcasts and telecasts of organized baseball and other professional and amateur sports moved along legislative channels last week as the radio-TV industry mulled the re-opened Justice Dept. probe.

*

There appeared to be little prospect of action, however, on legislation to exempt professional sports from anti-trust laws prior to next month when the House Judiciary Monopoly subcommittee plans to look into baseball's reserve clause and broadcast-telecast policies [BROADCASTING • TELECASTING, May 28].

Meanwhile, the Justice Dept.'s Federal Bureau of Investigation has begun its far-reaching probe of alleged restrictions placed upon baseball play-by-play policies and other sports in the wake of a "substantial number of complaints," many of them from broadcasters.

The House monopoly inquiry is tentatively slated for July 9, though no agenda is set. At the same time, baseball's anti-trust nature—whether the sport is within interstate commerce by virtue of broadcasts and telecasts or on other grounds — also will be explored, committee counsel confirmed last week.

This was assured when three bills, which propose to exempt the sport from anti-trust statutes, were referred to the House Judiciary Committee. It was conceded that the monopoly subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), would incorporate the measures (HR 4229-31), authored by Reps. Wilbur Mills (D-Ark.), A. S. Herlong (D-Fla.) and Melvin Price (D-Ill.), in its July hearings.

On the Senate side, a similar proposal (S 1526) by Sen. Ed C. Johnson (D-Col.) by-passed the Coloradan's Senate Interstate & Foreign Commerce Committee for the Senate Judiciary Committee. The bill was assigned to the Anti-Trust and Monopoly Subcommittee, with no action slated. Chairman is Sen. Herbert R. O'Conor (D- Md.).

TECH REQUESTS

Asks Conferences Drop Ban

GEORGIA TECH has officially asked the Southeastern Conference to drop its organized opposition to telecasting of football games by member colleges.

The request was made in a letter sent to the conference by Col. Blake Van Leer, Georgia Tech president.

Under-cover resentment among member colleges of National Collegiate Athletic Assn., which plans a one-game-a-week TV monopoly this autumn, was noted in many quarters but thus far no university has been willing to take the lead in breaking NCAA's hold.

The Georgia Tech action was taken following adoption of a resolution by the Georgia Tech Club of New York [BROADCASTING • TELECASTING, May 28, 21]. This resolution denounced the NCAA football monopoly as an invasion of community rights.

In writing to the Southeastern Conference, President Van Leer said Georgia Tech is not in sympathy with the conference attitude against football telecasts. He voiced hope that the conference would change its position but added that Georgia Tech would go along with conference policy despite its desire to telecast football.

Georgia Tech football games have traditionally been sponsored by the Atlanta Coca-Cola bottler.

NBC LAND BID

To Buy 19 Acres in Burbank

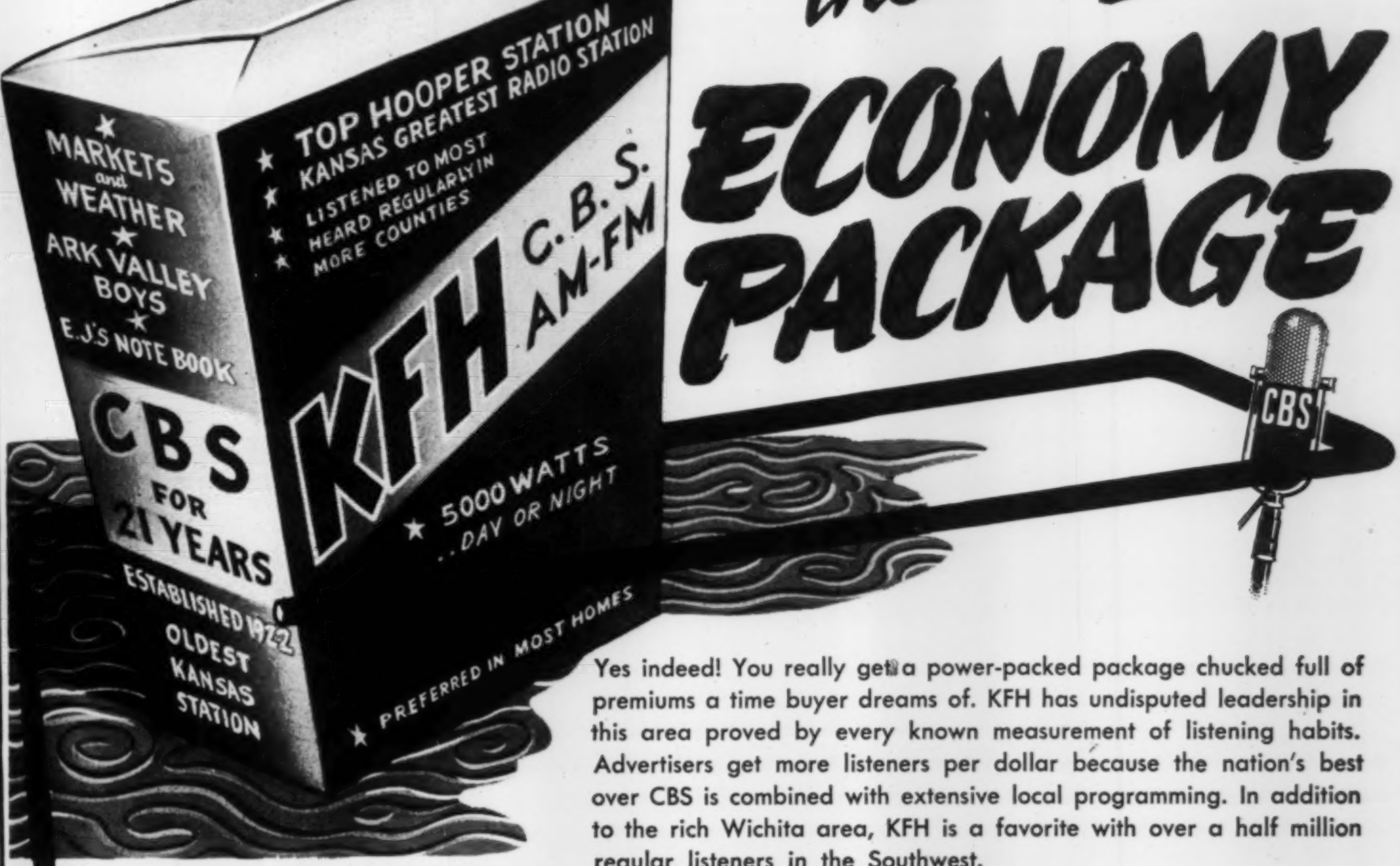
NBC BID of $263,287 for 19 acres of Burbank (Calif.) city-owned land, to be used as part of a projected new $25 million West Coast radio-TV center, was accepted by the city council last Wednesday.

As a matter of form, the acreage will have to be sold at public auction, with the stipulation that a radio-TV center be erected there, thus paving the way for the NBC proposal. Public bids are now open. Richard H. Graham, NBC Hollywood attorney, submitted a $10,500 check signifying the network's intention to participate in the bidding.

Land is adjacent to 30 acres which NBC is buying from Warner Bros. for $750,000.

NBC Hollywood executives have insisted the land buy was simply a "hedge" against future needs. They declared there are no immediate plans for developing the land and scoffed at reports of a $25 million radio-TV center being built. Despite the denial, construction will start by mid-1952, according to Burbank officials. NBC will move its major facilities from the present headquarters at Sunset Blvd. and Vine St. in Hollywood to the new center, which will cover the 49-acre site, it was said.

the Big ECONOMY PACKAGE


★ MARKETS and WEATHER
★ ARK VALLEY BOYS
★ E.J.'S NOTE BOOK
CBS FOR 21 YEARS
ESTABLISHED 1922
OLDEST KANSAS STATION
★ TOP HOOPER STATION
KANSAS GREATEST RADIO STATION
★ LISTENED TO MOST
★ HEARD REGULARLY IN
★ MORE COUNTIES
KFH C.B.S. AM-FM
★ 5000 WATTS ..DAY OR NIGHT
★ PREFERRED IN MOST HOMES
CBS

Yes indeed! You really get a power-packed package chucked full of premiums a time buyer dreams of. KFH has undisputed leadership in this area proved by every known measurement of listening habits. Advertisers get more listeners per dollar because the nation's best over CBS is combined with extensive local programming. In addition to the rich Wichita area, KFH is a favorite with over a half million regular listeners in the Southwest.

Heres the Punch Line . . .

HOOPER "RADIO AUDIENCE" INDEX — Wichita, Kansas

OCTOBER, 1950 THROUGH FEBRUARY, 1951

SHARE OF RADIO AUDIENCE **

TIME	RADIO SETS IN USE*	KFH KFH-FM CBS	B (Net)	C (Net)	D (Net)	OTHER AM and FM	HOMES CALLED
Monday thru Friday 8:00 A.M. - 12:00 Noon	17.9	39.8	16.6	15.9	24.3	3.4	6,449
Monday thru Friday 12:00 Noon - 6:00 P.M.	16.6	34.7	27.4	21.8	11.9	4.2	9,686
Sunday 12:00 Noon - 6:00 P.M.	18.5	35.3	15.3	33.5	12.5	3.3	3,868
Sunday thru Saturday Evening 6:00 P.M. - 10:30 P.M.	31.4	42.2	25.4	15.2	14.5	2.6	20,093
Total Rated Time Periods	22.4	39.5	23.8	18.1	15.5	3.2	40,096

* Base: Random Homes Called.
** Base: Total Radio Program Identifications in Random Homes.

C
B
S

KFH

AM FM

Represented by
EDWARD PETRY & COMPANY, INC.

KANSAS GREATEST RADIO STATION

WICHITA, KANSAS
5,000 WATTS ALL THE TIME

NARTB Inaugurals

(Continued from page 27)

dogs, street traffic noises—including sirens, elevated railroads, street speakers—everything except music; that—whether you like it or not—apparently does not come within the prohibition of this newly discovered Constitutional amendment."

Mr. Fellows spoke humbly "in the presence of many very wise men and women," and recalled that "to serve is a purpose of mankind."

Radio and television offer great opportunity for service, he said, "in a world where truth and understanding are in short supply."

He lauded the role of the salesman in America's progress. "Seldom has this great brotherhood failed to move off the shelves the prodigious production of a great economy," he continued. "I find special pride in being identified with the greatest medium that has ever been devised for mass selling in the American tradition.

"It is right to remember that no other nation in the world has developed its radio and television media nearly as rapidly as the United States. This has been done with dollars, and not with toothpicks, sealing wax and bits of wire. Its continued growth and expansion will depend upon dollars and upon the sometimes-forgotten fraternity of men and women who sell. I say, God bless them, and may success attend their labors."

Trade Press Issue

President Fellows departed from the position taken by Judge Miller at the NARTB April convention in his approach to the role of trade publications in association affairs. At that time Judge Miller chided the publications, scoffing at their rhetorical attainments and questioning their sincerity.

Instead Mr. Fellows said he welcomed them "in the spirit of friendship," looking to them "for guidance—for honest reporting of the news, which is their purpose; for honest editorial criticism when we are wrong, which is a possibility that should be anticipated."

He extolled the role of women in broadcasting, with special reference to FCC Comr. Frieda Hennock.

Concluding, Mr. Fellows made this pledge:

I pledge to the nation's broadcasters my full energies, my loyalty and my continued respect and affection.

To Judge Miller — my highest esteem and determination that my performance will reflect credit on the accomplishments of this courageous administartion.

To those in government who must direct the lawmaking and licensing of this medium—my deep respect and constant availabilty.

And to Johnny Gillin—ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime.

Mr. Fellows was selected for the NARTB presidency last April 2. He made his first industry appearance at the NARTB convention in April. In the intervening weeks he has kept in close touch with association affairs, but did not take office until last week.

Mr. Fellows' five-year contract calls for an escalator salary starting at $35,000 and rising to $50,000 the fourth and fifth years. Judge Miller is signed to a three-year contract scalling down from $35,000 to $25,000 a year. His original contract as president had been slated to run to March 1, 1954.

Members of the inaugural dinner committee, besides Chairman Russell, were Everett Dillard, WASH (FM) Washington; Frank U. Fletcher, WARL Arlington, Va.; Earl Gammons, CBS; Carl Haverlin, BMI; John S. Hayes, WTOP Washington; C. M. Jansky, Jansky & Bailey; Mr. Morency; William R. McAndrew, WRC-WNBW (TV) Washington; William Porter, president, Federal Communications Bar Assn.; Mr. Strouse. Robert K. Richards, NARTB public affairs director, handled dinner arrangements for the association.

BLACKLIST

Is Charged by RWG

HITTING at the CBS "loyalty questionnaire" and charging that "an employers blacklist is rapidly evolving," Radio Writers Guild National President Ira Marion last week called upon the FCC to "examine the radio and television industries at length and carefully with the aim of eliminating all such practices."

After saying that "an increasing number of members of this guild are bringing to our attention unfair employment practices currently being applied in the radio and television industries by some sponsors, advertising agencies and networks," Mr. Marion wrote FCC Chairman Wayne Coy that "the loyalty questionnaire and morals clause which . . . (CBS) . . . is demanding of employes, including writers, are a flagrant violation of the basic and inalienable personal rights of privacy and freedom of belief.

"They are in no way justified in the interests of national security," he continued, "because all written material is very thoroughly screened before being approved for broadcast.

"Moreover, an employers' blacklist is rapidly evolving, based on the privately published pamphlet, *Red Channels*. These self-appointed judges have assumed the right to brand others as 'subversive,' the result is that with no chance for hearing persons listed in this publication are being deprived of their right to earn a living," he said.

Bans Cugat

WNEW New York last week announced it would play no more recordings of Band Leader Xavier Cugat because of his alleged reference "to the medium of radio in a derogatory manner" in an appearance Tuesday on *Cavalcade of Bands* on the DuMont TV network.

RETAIL RADIO ADVERTISING

Gets Only Three Cents Out of Ad Dollar

RADIO and television got three cents of the department store's advertising dollar in 1950, compared to 56 cents spent for newspaper space, 13 cents for display advertising and five cents for direct mail, according to the 1951 edition of *Merchandising and Operating Results of Department and Specialty Stores*, published by the Controllers' Congress of the National Retail Dry Goods Assn.

Analyzed by volume of business, the figures show department stores with annual sales of $1-$2 million spending five cents of their 1950 publicity dollar for broadcast media, the sum dropping to three cents for stores with a $2-$5 million annual volume and amounting to four cents for the $5-$10 million group and two cents for stores with gross sales of over $10 million. Specialty stores with sales of more than $1 million a year spent only one cent of their publicity dollar on radio and television. The overall department store AM-TV figure for 1950 was the same as for 1949, but specialty stores dropped from two cents in 1949 to one cent in 1950.

The percent of stores using radio varied for each business volume bracket, as did the average amount of time used, and that also was true of television, except that the percent of stores using video advertising rose in direct proportion to the volume of business, as is shown in the following tables taken from the 112-page, spiral-bound report.

* * *

	Department Stores with Annual Sales of						Specialty Stores with Annual Sales of
	$1-2 Million	$2-5 Million	$5-10 Million	$10-20 Million	$20-50 Million	Over $50 Million	Over $1 Million
Percent of Stores Using Radio	50	36	54	54	41	50	23
Hours per Week Average	2:18	2:18	1:57	2:55	1:47	3:15	0:36
Median	1:45	1:20	1:30	1:28	1:38	2:30	0:23
Lowest	0:15	0:20	0:08	0:05	0:15	1:00	0:05
Highest	7:12	11:00	7:00	11:00	5:00	6:00	1:30
Percent of Stores Using TV	6	7	15	24	35	50	9
Hours per Week Average	*	*	2:06	0:45	1:57	2:13	*
Median	*	*	1:08	0:30	1:15	1:15	*
Lowest	*	*	0:04	0:15	0:15	0:15	*
Highest	*	*	6:00	2:30	10:30	5:00	*

* Data inadequate or not reported

SDX ELECTIONS

Kany of AP New President

HOWARD KANY, AP, and Griffing Bancroft, CBS commentator, were elected president and vice president, respectively, of the Washington Professional Chapter of Sigma Delta Chi, journalistic fraternity last Wednesday. Thirteen new members were initiated.

Other officers named at the meeting were:

Richard Fitzpatrick, Dept. of State, secretary; Wallace Werble, Food, Drug and Cosmetic Reports, treasurer; John C. O'Brien, *Philadelphia Inquirer*, and Lawrence Sullivan, assistant coordinator of information, U. S. House of Representatives, members of the board of governors, Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING, who is retiring president, was elected ex-officio.

ART THOMAS

Former WJAG Mgr. Dies

FUNERAL services were held last Wednesday for Art Thomas, 66, former manager of WJAG Norfolk, Neb., who died in a local hospital June 3. He had been associated with the station for 19 years prior to his retirement.

Mr. Thomas went to Norfolk in 1932, succeeding Karl Stefan, now a member of the U. S. House of Representatives, as news commentator. The former WJAG executive, whose son Robert succeeded him at the station, was credited with having launched the famous *Voice of the Street* programs in the early '30s. He is survived by his widow, one son and two daughters.

CBS CANCELS

Scraps Barry Gray Plans

CANCELLATION of *The Barry Gray Show*, a CBS version of which was scheduled to go on the air July 2, 7-7:45 p.m., was announced by the network last week. A CBS spokesman said that upon re-examination of the program it was decided the network could not allow Mr. Gray the latitude he desired, and they had agreed mutually to cancellation.

Mr. Gray's show, which has been carried by WMCA New York for more than a year and is contracted for until June 1952, is broadcast with local participation sponsorship five nights a week from midnight to 3 a.m. from Chandler's Restaurant in New York. There Mr. Gray's interviews of guests lead into unrehearsed discussion of topics ranging from anti-trust cases to Communism and emasculated mink. A WMCA spokesman describes it as "an open-forum type show about people, personalities and politics—and frequently the people want to get something off their chests."

MRS. PAGE, *Women's Editor of* **WJR**, *attracts millions of interested listeners among Great Lakes housewives.*

W J R

shoppers listen...
shoppers buy...

the

GREAT VOICE

of the

GREAT LAKES

WJR DETROIT ★ CBS 50,000 WATTS CLEAR CHANNEL

Minute Potatoes

A WJR listener becomes a buyer of WJR-advertised products.

That All-American Shopper—the housewife, bless her—is also the All-American radio listener. And throughout the Great Lakes area, WJR's Women's Editor, Mrs. Page, exerts a tremendous influence on this active part of the buying public. Every day, Monday through Saturday, her show for women makes shoppers out of listeners . . . buyers out of shoppers! For thorough coverage and penetration in the rich Great Lakes area, your best bet is WJR—the Great Voice of the Great Lakes.

Remember . . . First they listen . . . then they buy!

Represented nationally by Edward Petry & Company

FREE
SPEECH
MIKE

Radio—America's greatest advertising medium.

SET SALES

Establishing New Records Mansfield Reports

SALES of home, portable and car radios and television sets nearly doubled in 1950 from 1949, and the fiscal year starting June 1950 "has established new records in the electronics industry." This was reported last Monday by Frank W. Mansfield of Sylvania Electric Products, chairman of the industry statistics committee of the Radio-Television Mfrs. Assn. He submitted his committee's production grosses and estimates to set makers attending the 27th annual RTMA convention June 4-7 in the Stevens Hotel, Chicago.

Mr. Mansfield explained that dollar volume went from $879,948,000 in 1949 to $1,717,075,480 in 1950, representing respectively, 14,449,000 and 22,053,700 units. The dollar gain was $837,127,480, with the unit increase 7,604,700. In 1950, 9,849,300 home and portable radios were produced, selling at manufacturers' prices for $237,959,088. Television sets numbered 7,463,800, bringing in sales of $1,356,097,822, while car radios totaling 4,740,600 sold for $123,018,570.

Receiving Tubes Gain 193%

Sales of receiving tubes produced by RTMA members went up 193% in 1950, to 382,960,599 units from 198,753,295 in 1949. Cathode ray tube sales soared upward 225%, to 8,057,759 in 1950 from 3,577,063. These figures apply only to RTMA members, although the overall production totals are for the industry as a whole, Mr. Mansfield explained.

During 1950, RTMA statistics were amplified to include estimates for the entire radio-television industry and not just reports from member companies, Mr. Mansfield reported. He said TV set shipments to dealers are reported for all counties, and are now compiled quarterly. A monthly report on TV shipments includes all counties with more than 25 sets sold monthly, and the final 1950 report listed 2,199 counties with TV out of the 3,072 counties in the country.

Estimated industry data for 1950, fiscal start of which was last June, includes the following figure: Production for home sets other than portable, 8,174,000.

Mr. Mansfield's committee estimated that 8,174,600 home sets other than portables were produced between January and December 1950, with 8,213,000 factory sales. There were 129,000 in factory inventories at the end of the previous year. Portable sets for the same year totaled 1,674,700 produced, 1,689,700 sold at the factory. Production on car receivers was 4,740,600, with 4,739,500 sold at the factory. Television production was 7,463,800, and 7,355,100 were sold by the manufacturer.

Distributors' inventories in December 1950 totaled 440,400 for home sets other than portables, 159,800 for portables and 363,500 for TV receivers.

Of the 7,463,800 TV sets made in 1950, 756,120 contained FM; 702,180 were phonograph combinations; 252,000 were console or consolette with conventional radio (AM or FM or both) and 3,568,060 were console or consolette without radio; 2,888,960 were table models without radio, and 52,600 were table models with radio. Largest production centered on the 12, 13, 14 or 15-inch table model without radio and on the 16, 17 or 18-inch console or consolette without radio. Most popular phono combinations had a 12, 13, 14 or 15-inch tube.

Electric table model radios totaled 3,527,400 in the under-$15 class, 2,714,900 in the over-$15 group. In the console class, 5,600 were produced with AM and FM. AM only table model radio phonos totaled 258,700, with 18,400 for AM and FM. There were 180,900 console radio-phono AM models produced, and 663,200 AM-FM models.

Battery sets, console model, production totaled 20,800. These figures, with 1,674,700 portables, brought total home radio production to 9,849,300.

40 Million Radio Homes

(Continued from page 23)

5.9 million homes having been constructed in that period.

Urban areas are defined as places of 2,500 inhabitants or more incorporated as cities, boroughs, towns or villages; the densely settled urban fringe, including both incorporated and unincorporated areas, around cities of 50,000 or more; unincorporated places of 2,500 inhabitants or more outside any urban fringe. All dwelling units on farms are classified as rural farm; all remaining dwelling units belong in the rural non-farm category.

The 1950 estimates in the Census Bureau's report are based on a sample of approximately 46,000 dwelling units selected from those enumerated in the housing count. These dwellings are located in about 14,000 census enumeration districts systematically selected from all enumeration districts throughout the country.

The estimate of total dwelling units was obtained from the full sample of 46,000. This sample was divided into five sub-samples of approximately equal size. Each estimate, except total dwelling units, was obtained from one sub-sample. The bureau explains that each estimate is based on approximately 9,200 dwelling units. For a given characteristic the estimates were adjusted so their sum would equal the estimate of total dwelling units.

The 1950 housing data, including radio and TV, are based on sample data. The radio-television questions were asked on one out of every five returns. Greatest possible sampling error that could occur in the radio homes figure is 922,000, according to the bureau, and about 349,000 in the case of TV homes.

Through the bureau's current figures are based on data transcribed from the 1950 census, there may be differences between the data in the present report and the data to be published in the final 1950 census reports, apart from differences caused by the sampling variability. Main reason is that preliminary estimates do not include all of the refinements that result from the careful examination of the schedules and tables that will occur before publication of the final report.

Manpower Shortage

(Continued from page 26)

extension of one established for radio in 1939.

The FM committee, headed by John W. Craig, reported to the membership that most dealers and distributors have adequate stocks of AM-FM combinations, and that preliminary information garnered in a survey shows there will be no shortage.

RTMA will continue with its campaign to cooperate with sports promoters, and sports broadcasting. Committee chairman, J. B. Elliott, reported baseball attendance has increased notably this year since RTMA's campaign last year to sell attendance at the game primarily and watching it on TV secondarily. The committee hopes to extend the project to other sports.

Two new directors and 12 former directors were elected Thursday morning at annual meetings of RTMA's five divisions, set, tube, parts, transmitter and amplifier and sound equipment. Division chairmen were elected, as were vice presidents representing each division.

Three divisions elected new chairmen. They are: Set, John W. Craig, succeeding G. W. Thompson; tube, R. E. Carlson, replacing past president, Max F. Balcom; and amplifier and sound equipment, A. K. Ward, succeeding A. G. Schifino. R. G. Zender and H. J. Hoffman were re-elected chairman of the parts and transmitter divisions.

Mr. Craig and Mr. Carlson also were elected vice presidents for the set and tube divisions, while A. D. Plamondon Jr., W. J. Barkley and Arie Liberman were re-elected vice presidents for the parts, transmitter and amplifier and sound equipment divisions.

James D. Secrest was re-elected to serve another year as general manager and secretary, and John W. Van Allen was reappointed general counsel. Leslie F. Muter returns as treasurer for his 16th year, and the board also reappointed Dr. W. R. G. Baker, General Electric, as director of the engineering department.

TAX TUSSLE

All-Industry Committee Launched by NARTB

ALL-INDUSTRY committee to avoid oppressive taxes on earnings of TV stations, victims of revenue prejudice because of television's infancy, was set in motion last week by the NARTB board at its Washington meeting (board story page 23).

George B. Storer, Fort Industry stations and a TV board member, was directed to organize a committee representing all 107 TV stations.

A special all-industry group that has been working for some time on the problem was dissolved last week at its own request. Members were Capt. John Kennedy, WSAZ-TV Huntington, W. Va.; Dwight W. Martin, WLWT (TV) Cincinnati, and John Poole, committee counsel.

Committee Work Lauded

NARTB's TV Board lauded the committee for its pioneering work in connection with excess profits legislation. But the board recognized the need for continued action by asking Mr. Storer to keep up the work.

Full support of NARTB headquarters personnel and facilities was pledged to the Storer committee.

Back of the TV tax problem is the fact that excess profits credits often are meaningless, it was explained. The ceiling rate is now 62% and will become 70% under an amendment just proposed by the House Ways & Means Committee. This means, it was noted, that the major part of TV station earnings are being taxed at 77% and may be taxed at 82%.

Such rates do not take into account the fact that depreciation allowances are figured on investment dollars rather than replacement dollars. The new committee feels many TV broadcasters are really paying around a 100% rate on part of their income, a threat to their independent existence.

Already these TV stations have a staggering debt load, according to the view of many operators, and the constant new developments will require further borrowing. Thus, unless they are allowed to make a fair profit many stations may be unable to handle present debts let alone further borrowing.

No comparable industry has been given such a beating, it is contended.

The TV position is that operators took their development losses in the hope they would recoup later but the excess profits tax law says, in effect, that the losses show the industry had no right to look forward to better days.

In substance, TV operators argue it is not fair or reasonable to use an unprofitable development period as a yardstick of what constitutes excess profits.

One suggestion is that TV broadcasters be given the right to apply to 1949 total assets the profit ratio of 1946, last representative year.

DISTRICT MEETS

NARTB Sessions Open Aug. 23

ANNUAL series of NARTB district meetings will open Aug. 23 and wind up Nov. 9, moving on an almost uninterrupted schedule aside from the Labor Day holiday period.

Hotel reservations, registration fees and other details will be handled by NARTB headquarters. The question of attendance by nonmembers was left by the board to the discretion of each district director.

President Harold E. Fellows will decide what staff members are to make the circuit. NARTB endeavors to keep district meetings on a workshop level.

William B. Ryan, president of Broadcast Advertising Bureau, accepted the NARTB board's invitation to have BAB representatives at all district meetings for sales consultation.

It appeared at the weekend that District 3 would move its meeting from the scheduled Aug. 27-28 date to mid-November.

The district meeting schedule follows:

* * *

District	Dates	Hotel	City
4	Aug. 23-24	Roanoke	Roanoke, Va.
3	Aug. 27-28	Bedford Springs	Bedford, Pa.
2	Sept.. 10-11	Syracuse	Syracuse
8	Sept. 13-14	Book Cadillac	Detroit
9	Sept. 17-18	Moraine-on-the-Lake	Highland Park, Ill.
11	Sept. 20-21	Radisson	Minneapolis
10	Sept. 24-25	Blackstone	Omaha
12	Sept. 27-28	Broadview	Wichita
14	Oct. 4-6	Utah	Salt Lake City
17	Oct. 8-9	Davenport	Spokane
16	Oct. 15-16	Site to be selected	
15	Oct. 18-19	Mark Hopkins	San Francisco
6	Oct. 25-26	St. Charles	New Orleans
13	Oct. 29-30	Shamrock	Houston
5	Nov. 1-2	Soreno	St. Petersburg
1	Nov. 5-6	Somerset	Boston
7	Nov. 8-9	Site to be selected	

NBC's MacDONALD

Resigns as V.P.-Treas.

Mr. MacDonald

RESIGNATION of John H. MacDonald, NBC vice president and treasurer, to become assistant to Ben Tobin, real estate owner and banker, was announced last week by NBC President Joseph H. McConnell [CLOSED CIRCUIT, June 4].

Mr. MacDonald, one of NBC's original four administrative vice presidents, has been with the network for a period of 15 years.

In announcing the resignation last Monday, President McConnell said:

> My associates at NBC join me in expressing regret over Mr. MacDonald's decision to leave our company. His 15 years of service with NBC have contributed greatly to the growth of our business. We wish him all success in his new undertaking.

Mr. Tobin, with whom Mr. MacDonald becomes associated, is one of the three principals in the syndicate which acquired controlling interest in the Empire State Bldg. in New York a fortnight ago. Mr. Tobin lives at Hollywood, Fla., where he is president of the Hollywood Beach Hotel and the Bank of Hollywood. He also owns the Hollenden Hotel in Cleveland.

Mr. MacDonald's NBC duties have been taken over by Joseph V. Heffernan, who was elected financial vice president in early April [BROADCASTING • TELECASTING, April 9].

Mr. MacDonald joined NBC in 1936 as head of the cost accounting department after service successively as a faculty member of New York U's School of Business Administration, where he had been graduated in 1922 and received a master's degree in 1923, and with McGraw-Hill Publishing Co., A. I. Namm & Sons, Walker & Heisler Inc., and Trade Ways, a research firm.

Rapid Promotions

At NBC he progressed to budget officer and on to business manager of the radio-recording division, assistant treasurer and assistant to the vice president and general manager, becoming a vice president in December 1942. He was named administrative vice president in charge of finance and budget matters, and supervisor of a number of related departments, in August 1947.

Mr. MacDonald was elected president of the Controllers Institute of America in 1946. He also is the author of four standard works in his field.

WLAW STUDIOS

Opened in New Quarters

OPENING of new offices and studios in the Hotel Bradford under the managership of William A. Riple was announced by WLAW Boston last week as the station prepared to assume affiliation with ABC, effective June 15.

President Irving E. Rogers announced that all facilities have been transferred from the former location in the Union Savings Bank Bldg., 216 Tremont St., to the hotel site, 275 Tremont St. New facilities are in operation. Mr. Riple formerly was vice president and general manager of WTRY Troy, N. Y.

CHEAPER

by the THOUSAND!

According to ADVERTEST RESEARCH: "The most efficient and economical medium of reaching the vast Italian Market of New York is Station WHOM.

WHOM

and Station A compete in Italian from 2 to 7:15 p.m. Monday through Saturday. During this competitive period WHOM delivers listeners at a 28% lower cost per thousand than Station A.

WHOM

delivers Italian listeners for as low as 27¢ per thousand for a quarter-hour; as low as 8¢ per thousand for a spot announcement.

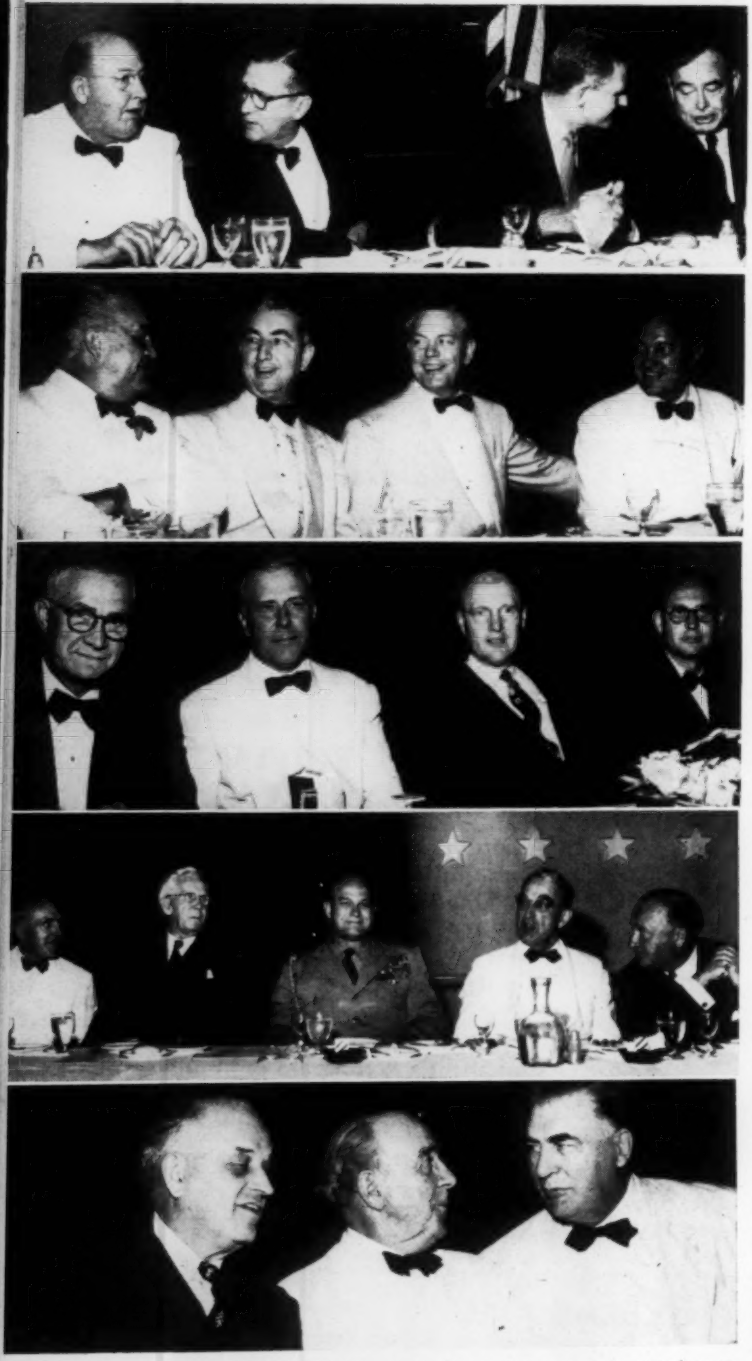
WHOM

broadcasts 8 of the first 10 most popular Italian programs."

WHOM AM-FM

The Il Progresso Station

136 W. 52 ST.—NEW YORK 19—CIRCLE 6-3900



GUESTS at head table, NARTB inaugural dinner (see separate story) were (l to r): Top photo—William S. Hedges, NBC vice president and NAB president 1928-30; Chairman Wayne Coy, FCC; Gov. Millard F. Caldwell, Administrator, Federal Civil Defense Administration; Rep. Joseph W. Martin Jr. (R-Mass.), Minority Leader.

Second photo—Frank M. Russell, NBC vice president, chairman of dinner committee; Tom Clark, Associate Justice, U. S. Supreme Court; Harold E. Fellows, NARTB president; Paul W. Morency, WTIC Hartford, chairman of Johnny Gillin Memorial Committee.

Third photo—Judge Justin Miller, NARTB board chairman; Chief Justice Bolitha J. Laws, U. S. District Court, D. C.; Secretary of Agriculture Charles F. Brannan; Malcolm Neill, board chairman, Canadian Assn. of Broadcasters.

Fourth photo—Neville Miller, attorney, NAB president 1938-44; Rep. Robert Crosser (D-Ohio), chairman, Interstate & Foreign Commerce Committee; Gen. Wallace H. Graham, personal physician to President Truman, representing Creighton U.; Chairman James F. Mead, Federal Trade Commission; Leo J. Fitzpatrick, WGR Buffalo, NAB president 1935-36.

Bottom photo—Sen. Kenneth S. Wherry (R-Neb.), Minority Leader; Earl Anthony, KFI Los Angeles, NAB president 1926-28; Sen. Edwin C. Johnson (D-Col.), chairman, Interstate & Foreign Commerce Committee.

NARTB Dinner Attendance

(See separate story)

Fred W. Albertson; Rep. and Mrs. John J. Allen; Frederick Allman; Rep. Homer D. Angell; Mr. and Mrs. Earle C. Anthony, KFI Los Angeles; Mr. and Mrs. Gene Archer; Mr. and Mrs. C. E. Arney Jr., NARTB; Ben Atlas, *Billboard;* Stuart Bailey; Bill Bailey, *Radio Daily;* Dr. and Mrs. Kenneth Baker, NARTB; Frederic J. Ball; Col. and Mrs. Frederick Barnes; James E. Barr, FCC; Mr. and Mrs. Robert Bartley.

Mr. and Mrs. John V. Beamer; J. Frank Beatty, BROADCASTING • TELECASTING; A. Harry Becker; Rep. and Mrs. Lindley Beckworth; Donald C. Beelar; Mr. and Mrs. Charles Blackley, WTON Staunton, Va.; Mr. and Mrs. John Blair; Jack Blume; Robert M. Booth Jr.; Mrs. Gladys Borras, NBC; Walter A. Bowry; Lowell J. Bradford.

Secretary of Agriculture and Mrs. Charles F. Brannan; Cyril M. Braum, FCC; Harry M. Brawley; Joseph Brechner, WGAY Silver Spring, Md.; Miss Cele Broderick, WOW Omaha; Rep. Clarence J. Brown; Kenyon Brown, KWFT Wichita Falls, Tex; Mr. and Mrs. Thad Brown Jr., NARTB; Robert Burton, BMI; Robert Cadel; Louis G. Caldwell; Gov. Millard S. Caldwell, Director of Federal Civilian Defense; Charles C. Caley, WMBD Peoria; Rep. F. Ertel Carlyle; H. K. Carpenter, WHK Cleveland.

Eugene Carr, Brush-Moore Newspaper Stations; John P. Carr; Cong. J. Edgar Chenoweth; Rep. and Mrs. Robert B. Chiperfield; Arthur B. Church, KMBC Kansas City; Associate Justice and Mrs. Tom C. Clark; Roger Clipp, WFIL Philadelphia; Martin Codel, *TV Digest and FM Reports;* Mr. and Mrs. Marcus Cohn; James Connolly, ABC; Edward Cooper; Sen. Guy Cordon; Benedict Cottone, FCC.

H Quenton Cox, KGW Portland, Ore.; Harold G. Cowgill; FCC Chairman and Mrs. Wayne Coy; Comdr. T. A. M. Craven; Richard Crisler; Rep. Robert Crosser, Chmn. House Interstate & Foreign Commerce Committee; Orville Crouch; Joe Csida, *Billboard;* Meredith M. Daubin; John Morgan Davis; Lyle De Moss, WOW Omaha; Robert Denton; Mr. and Mrs. John DeWitt, WSM Nashville; Norman Diamond; Everett Dillard, WASH(FM) Washington.

Sen. Everett Dirksen; Paul Dobin, FCC; Mr. Richard P. Doherty; Glenn Dohlberg; William B. Dolph; Miss Bette Doolittle, NARTB; Rep. Clyde Doyle; Dr. Franklin Dunham; Charles Duvall; R. Russell Eagan; Richard Eaton, WOOK Silver Spring; Mr. and Mrs. Oscar Elder, NARTB; Rep. Harris Ellsworth.

Harold Essex, WSJS Winston-Salem; Richard Fairbanks, WIBC Indianapolis; William Fay, WHAM Rochester; Mr. and Mrs. Harold Fellows, NARTB; Robert W. Ferguson; John E. Fetzer, WKZO Kalamazoo; Ben S. Fisher; Leo Fitzpatrick, WGR Buffalo; Frank U. Fletcher, WARL Arlington, Va.; James Lawrence Fly; Abe Fortas; Leopold Friedman; Miss Helen Fruth, NARTB; Mr. and Mrs. Bernard Gallagher; Mr. and Mrs. Earl H. Gammons, CBS; John T. Gelder Jr.

Mr. and Mrs. Strickland Gillilan; Mrs. John J. Gillin; Norman Glenn, *Sponsor;* Rep. William T. Granahan; Gen. Wallace Graham, White House; Mr. and Mrs. Walter Graves, NARTB; Kelley E. Griffith; William C. Grove, KFBC Cheyenne; Mr. and Mrs. Andrew Haley; Miss Gladys Hall, BROADCASTING • TELECASTING; George E. Hamilton; William Hannon; Mr. and Mrs. Ralph Hardy, NARTB; Roy Harlow, BMI; Wilbur M. Havens, WMBG Richmond; Carl Haverlin, BMI; Rep. Wayne Hays; Harold Head; William S. Hedges, NBC; Rep. Louis B. Heller; Philip Hennessey.

FCC Comr. Frieda B. Hennock; Richard Hodgson; Robert E. Hodson; Rep. Chet Holifield; Thad Holt, WAPI Birmingham; Harold Hough, WBAP Fort Worth; Mr. and Mrs. Richard Hull; Sen. and Mrs. Lester C. Hunt; Robert L. Irwin; Lee Jacobs; K. A. Jadassohn, SESAC; Ernest L. Jahncke, ABC; Mr. and Mrs. Edwin H. James, BROADCASTING • TELECASTING.

C. M. Jansky; Maurice M. Jansky; Mr. and Mrs. Edward Jarrett; E. K. Jett, WMAR (TV) Baltimore; Sen. and Mrs. Edwin C. Johnson, Chmn. Senate Committee on Interstate & Foreign Commerce; Leslie Johnson, WHBF Rock Island, Ill; E. M. Johnson, MBS; Judge Marvin Jones, Court of Claims; Lt. Comdr. Frank Junell; Mr. and Mrs. Gene Juster, WRC Washington; Howard L. Kany, Associated Press; Leonard Kapner, WCAE Pittsburgh.

Miss Cleo Kathas, NARTB; Sydney M. Kaye, BMI; Sen. and Mrs. James P. Kem; Albert S. Kemper Jr.; John C. Kendall; Capt. John Kennedy, KFMB San Diego; Sen. Robert S. Kerr; Sen. Harley Kilgore; Gil Kingsbury; Joseph Kittner, FCC; Arthur Klein; Norman Knight, *Sponsor;* Frederick A. Knorr; Edgar Kobak, WTWA Thomson, Ga.; Mr. and Mrs. Bernard Koteen.

David Lachenbruch; Frank LaFalce; Howard Lane, Field Enterprises Inc.; Albert Lanphear; Mr. and Mrs. Craig Lawrence, WCOP Boston; Judge and Mrs. Bolitha Laws, U. S. Court of Appeals; H. W. Linder, KWLM Wilmar, Minn.; Mr. and Mrs. Merrill Lindsay, WSOY Decatur, Ill.; Horace L. Lohnes; Mr. and Mrs. Maury Long, BROADCASTING • TELECASTING; Philip G. Loucks; Walter V. McAdoo; Mr. and Mrs. William McAndrew, NBC.

Mr. and Mrs. Clair McCollough, Steinman Stations; Joseph A. McDonald, ABC; Rep. John A. McGuire; Frank McIntosh; James McKenna; William McMahon; James McNary; Robert W. Mack; Mr. and Mrs. Leonard Marks; Dwight W. Martin; Rep. Joseph W. Martin, House Minority Leader; Richard H. Mason, WPTF Raleigh; Robert T. Mason, WMRN Marion; William P. Massing, FCC; FTC Chairman and Mrs. James M. Mead.

Mr. and Mrs. David Mearns; John Midlen; Judge and Mrs. Justin Miller, NARTB; Mr. and Mrs. Neville Miller; David R. Milsten; Earl Minderman, FCC; Miss Florence Mitchell, NARTB; Mr. and Mrs. Radford Mobley; Paul W. Morency, WTIC Hartford; Sen. Wayne Morse; Harold E. Mott.

D. Malcolm Neill, CAB; Joseph Nelson; Walter Norblad; Hon. Edward L. Norton, Federal Reserve Board; Mr. and Mrs. Morris Novik; Louis Novins; Gilmore Nunn, WLAP Lexington; Paul O'Bryan; Rep. and Mrs. Joseph P. O'Hara; Mr. and Mrs. Tom Olson; Sen. Joseph C. O'Mahoney; Lyle O'Rourke; Dr. and Mrs. Winfred Overholser.

Secretary of the Army and Mrs. Frank Pace; E. C. Page; Herman Paris, WWDC Washington; Bernard Platt, *Sponsor;* Harry Plotkin, FCC; Paul A. Porter; William Porter, FCBA; Mrs. Winfield Preston; Rep. and Mrs. J. Percy Priest; Mr. and Mrs. Ward Quaal; William B. Quarton, WMT Cedar Rapids; Mr. and Mrs. William Quinn; Paul Raibourn, KTLA (TV) Los Angeles.

Richard B. Rawls; Rep. Frazier Reams; J. Leonard Reinsch, James M. Cox Stations; Edward H. Rees; Mr. and Mrs. Robert K. Richards, NARTB; Rep. John J. Riley; Andrew Ring; Roger Robb; William A. Roberts; Rep. Byron G. Rogers; Rep. and Mrs. Dwight Rogers; W. D. Rogers Jr., KEYL (TV) San Antonio; Reed T. Rollo; Walter J. Rothersies; George Rosen, *Variety.*

Mr. and Mrs. Frank M. Russell, NBC; Percy H. Russell; Mr. and Mrs. William B. Ryan, BAB; Elliot M. Sanger, WQXR New York; Arthur Schroeder; George Schwabe; Hollis Seavey, MBS; Temple W. Seay; Paul Segal; Bob Serling; G. Richard Shafto, WIS Columbia, S. C.; Mrs. John Shory; Glenn Shaw, KLX Oakland.

Thomas P. Shelburne; Rep. John Shelley; William P. Sims Jr.; Harrison T. Slaughter; Calvin J. Smith, KFAC Los Angeles; Carleton Smith, NBC; George S. Smith; Quayle B. Smith; John Southmayd; Miss Minnie Sparks, FCC; Rep. Brant Spence; FCC Comr. and Mrs. George Sterling; Lt. and Mrs. Edgar B. Stern, WDSU New Orleans.

Rep. Lowell Stockman; Mr. and Mrs. George B. Storer, Fort Industry Co.; Clair L. Stout; Mr. and Mrs. Ben Strouse, WWDC Washington; John E. Surrick, WFBR Baltimore; Mrs. Barbara Crosser Sweeney; Mr. and Mrs. Robert D. Swezey, WDSU New Orleans; Mr. and Mrs. Sol Taishoff, BROADCASTING • TELECASTING; Hugh B. Terry, KLZ Denver; Merritt E. Tompkins, BMI; Mr. and Mrs. Charles Tower, NARTB; Eugene Thomas, WOR New York; Mr. and Mrs. Chester C. Thompson; Lewis C. Tierney; Sidney Timberg; Jack Todd, KAKE Wichita; David E. Tolman; J. H. L. Trautfelter; Stephen Tuhy; Rep. Harold H. Velde; Mr. and Mrs. William Walker, NARTB; FCC Comr. and Mrs. Paul A. Walker; Ralph L. Walker; Harry P. Warner; Mr. and Mrs. Sam Bass Warner; Mr. and Mrs. Vincent Wasilewski, NARTB; Charles Wayland.

FCC Comr. and Mrs. Edward M. Webster; Mr. and Mrs. Joseph Weed; Al Weinstein, *TV Digest and FM Reports;* Mr. and Mrs. Lewis Allen Weiss; Vincent B. Welch; Charles Wall; Harold Wheelahan, WSMB New Orleans; Mr. and Mrs. George Wheeler, NBC; Sen. Kenneth S. Wherry, Senate Minority Leader; Verne Wilkinson; A. D. Willard Jr., WGAC Augusta, Ga.

Thomas W. Wilson; Rep. and Mrs. Charles A. Wolverton; William Wylie; Mr. and Mrs. Pearson Ward; Rep. Samuel W. Yonty; Verne R. Young; William Young; Nicholas Zapple; Joseph F. Zias.

NARBA FIGHT Takes to Farm Papers

DESPITE a four-month layer of dust on the proposed NARBA treaty, gathered as it awaits Senate consideration, opponents and proponents of the measure are attempting to stir up windstorms of their own. For the most part, efforts are being aimed at farm publications in a move to arouse rural voters and subsequently exert pressure on Congress.

As one side has its stand published, the opposition counters with its views in print and in many instances in the same publication.

Currently, attention has been called to these articles on the treaty that would provide for allocation of frequencies among North American nations:

National Live Stock Producer, published in Chicago with national distribution, in its May issue editorializes "Radio Goes Wildcat?"

Better Farms, Buffalo publication, voices its dissent with an editorial, "Oppose the Radio Treaty!"

The National Grange Monthly in past issue contains the provocative article, "Is This A Sellout?"

In retaliation, FCC Comr. Rosel Hyde, chairman of the U. S. delegation during NARBA conference, will counter in the upcoming issue of the *Grange* [CLOSED CIRCUIT, May 28]. Likewise, the Commissioner will answer charges in the next issue of the *Julius Klein Newsletter*. The latter piece is an aftermath of a May issue feature in that publication, authored by Edwin M. Craig, president of National Life & Accident Insurance Co. and board chairman of the subsidiary 50 kw WSM Nashville [BROADCASTING • TELECASTING, May 28].

'Giveaway Complex'

The *National Live Stock Producer* editorial scathes the "giveaway complex" of the State Dept. and terms the negotiations "reminiscent of the bowed-head concessions at Potsdam, Teheran and Yalta." In the article, the clear channel station is likened to a one-party telephone line whereas under the proposed NARBA farm radio would be comparable to "a four-party telephone line."

The new agreement, charges the *National Live Stock Producer*, violates the 650-mile rule on all 24 Class 1-A channels—"the rule that has been the bulwark of protection for rural listeners against outside interference with U. S. programs."

Better Farms echoes this sentiment as it attacks concessions to Cuba on "all 24 channels subject only to theoretical protection for our stations . . . they would only have the protection of directional antennas which, as past experience has demonstrated, do not perform according to theory."

Referred to is an example offered by Ward L. Quaal, director of Clear Channel Broadcasting Service, in which Mr. Quaal cites Jamaican interference to the 1180 kc operation of WHAM Rochester under the proposed NARBA, "especially in rural areas of Northern Pennsylvania and Western New York."

"The nub of the problem is Havana, which has 29 AM broadcasting stations, far more than . . . any other city in the world," charges *Better Farms*.

Among other claims in the editorial is the charge that needed power increases to six clear channel stations would be precluded under the treaty.

The National Grange Monthly also states an opinion of CCBS and Mr. Quaal as well as the National Grange, American Farm Bureau Federation and other groups which "have voiced their objections" to the treaty.

NARBA recognizes Cuba's right to "violate" the 650-mile rule and thus operate on all U. S. class 1-A channels, contends the Grange's publication, which also held that the pact permits Cuba to put specific stations on six such channels, and restricts the U. S. from increasing power on channels in rural areas which "desperately" need stronger signals.

Cites 'Threats'

"Cuban threats" are referred to in the article, which contends:

> **In 1946, at the expiration of the original NARBA, Cuban threats similar to those made or implied in the recent negotiations caused the then United States delegation to make concessions on four of its 1-A channels in violation of the 650-mile rule. The surrender was accomplished at a secret midnight session, was in violation of a clear understanding between the then delegation and industry representatives, and was the subject of vigorous protests by CCBS and by various organizations of farmers and others. The resulting three-year agreement was never submitted to the Senate for ratification. Cuba obviously got more than its delegation expected or needed, for it never made use of the four clear channel positions during the three-year period.**

During current negotiations, Cuba was willing to accept the equivalent of the 650-mile rule and to agree not to put any stations on a U. S. 1-A channel other than those on which Cuban assignments were specifically recognized, the Grange publication asserts. Charging other concessions, which it said Cuba had been willing to make, the article declares: "What caused the United States delegation to surrender on issues on which it had already won accord from Cuba is difficult to understand."

WGH Newport News-Norfolk, Va., awarded safety citation from National Safety Council on opening-day session of annual meeting of Virginia Safety Conference.

Radio Buyers want . . .
fast facts
STATE STATISTICS
FOREIGN LA
NETWORK RATE FINDER
E STATIONS IN MAJOR U.S. CITIES
REGIONAL AND STATE RATE FINDER
MAPS
COUNTY BY COUNTY BREAKDOWN
SPOT RATE FINDER
1951 CENSUS DATA
BROADCASTING
TELECASTING
MARKETBOOK

"The BROADC NG Marketbook is the most v le tool for buying radio and vision time that has appeared cent years."

NG TIME BUYERS RELY HE BROADCASTING MARKETBOOK

Publication Date: August 13
Circulation: 17,000

RESERVE SPACE NOW!

Everybody

in Central New York Knows

Jim Deline

and His Gang

Now on WSYR

Highly popular with Central New York listeners for 14 years, the Jim Deline Show features good fun, good music, good handling of commercials.

Participating, 9:15 to 9:55 a.m. Monday through Saturday; 1:00 to 2:00 p.m. Monday through Friday. Popular with advertisers too— 75% sold out before the new show went on the air.

● *Write, Wire, Phone or Ask Headley-Reed for Availabilities*

WSYRACUSE 570 KC

NBC Affiliate in Central New York

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

ATTENDING the LBS meeting were, seated (l to r), Gordon McLendon, president; Barton R. McLendon, chairman of the board; Harold Vertel, national sales coordinator; Virgil Wescoat, station relations; Glenn Douglas, program director; Tom Carr, Southeastern Division vice president. Standing: Bob Bumpas, programming and production vice president; Bruce Collier, director of station relations; Glenn Callison, engineering vice president; Joe Seiferth, acting vice president, North-Central Division; Sewall Cutler, station relations; John M. Dunnagan, vice president, Piedmont Division; Edmund Burke, vice president, national sales; Benton Paschall, vice president, West Coast operations; James Foster, executive vice president; James Kirksmith, station relations vice president.

* * *

LBS RATES

Increase Considered

WHILE other national networks have reduced their time costs, Liberty Broadcasting System is considering an increase in rates, Board Chairman Barton R. McLendon reported last week following a meeting of LBS home office and regional officials at Dallas headquarters.

"A review of the AM-FM radio picture in our estimation indicates that TV and other factors have had very little, if any, effect on most of American radio," Mr. McLendon declared. "As a result of our meeting, Liberty is seriously considering an increase in rates."

Mr. McLendon said Liberty is setting aside "large additional funds for overall network expansion." He explained:

"Our particular emphasis on strength outside the major television markets has enabled us to offer a sales picture superior to any other organization in the field and we feel the recent sponsorship acceptance of our network, reflected in the Army, General Mills, Dr. Pepper and Falstaff orders, is indeed encouraging. With this in mind, we are appropriating large additional funds for overall network expansion."

The meeting, held May 15-19, was the first at Liberty's new half-million-dollar headquarters in Dallas.

BASEBALL RULE

Legality To Be Tested

LEGALITY of baseball's rule 1-D will be tested at a later hearing in U. S. District Court, according to H. H. Heminger, manager of WFIN-AM-FM Findlay, Ohio. The court on May 28 had denied a temporary injunction to WFIN-FM which had unsuccessfully sought permission to broadcast Cleveland major league games while the Lima, Ohio, team was playing at home [BROADCASTING • TELECASTING, June 4].

Mr. Heminger last week advised that "the validity of 1-D was not tested" in the earlier action despite published reports and that the injunction had been denied on the grounds that the station had signed a contract accepting the limitation on the broadcasts.

Rule 1-D permits major league clubs to prohibit stations from broadcasting its games where there would be overlap with minor league games.

AID NEWS FLOW

Double-Censorship Ends

PROBLEMS involving the flow of information from the Korean theatre took a new turn last week as the Far East command in Tokyo announced cessation of double-censorship procedures effective June 15.

The move followed drastic censorship restrictions imposed June 2 by the Eighth Army Headquarters in Korea. The restrictions were eased last Monday after correspondents lodged concerted protests.

As now contemplated, censorship will center at Eighth Army Headquarters rather than in the field. Radio and other news correspondents will no longer be permitted to telephone some stories to Tokyo from Korea as they have in the past. Some of these stories have been recorded by CBS and other networks at Tokyo for news broadcasts. Censorship previously had been imposed in Tokyo as well, before being reassigned to field censors.

Bulk of war copy now will be teletyped from Korea GHQ to Tokyo, with provision for telephoned reports in cases "concerning the immediate tactical situation or releases covering unusual events."

Another Masterpiece of Truscon Engineering Skill

TRUSCON "G-W" UNIFORM CROSS-SECTION GUYED RADIO TOWER

HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

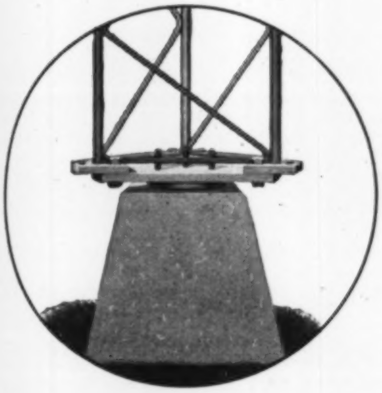
UNIFORM IN CROSS SECTION — because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG — because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

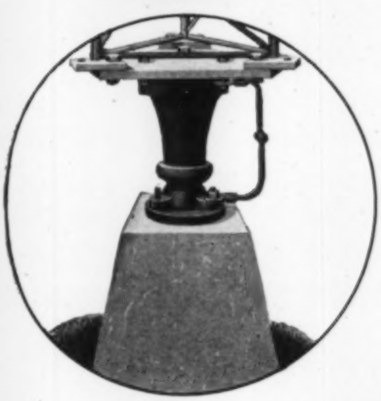
The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3⅛" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

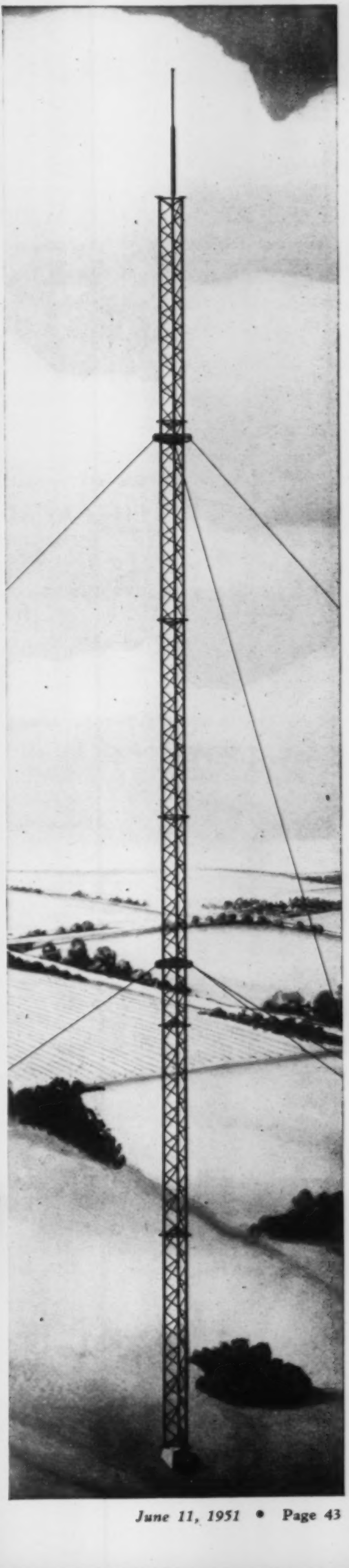
When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.



Typical central pier arrangement for non-insulated tower. Other arrangements are possible to meet specific conditions.



Base insulated central pier showing "Mast-Base" or "Pivot" type base insulator with Spark-Gap.



FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

WBIG
IN GREENSBORO, N.C.

One of America's First Stations!

A sixteen county market of
241,000 families with
$971,136,000 to spend

The wealthy Greensboro — High Point Metropolitan market led all other markets in the Carolinas in 1950 General Merchandise Sales.

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

AIR BARGAINS

Macy Spends $8,000

AN APPROXIMATE $8,000 radio and TV spot announcement campaign was used by R. H. Macy & Co. to launch its initial attack in the price war of the New York department stores, with one radio station refusing to take the business.

Six television stations and five radio stations carried three announcements each on the kick-off day, a fortnight ago. One local New York station, WNEW, it was understood, had refused to take the spot campaign from Macy's on the basis that it might offend its other advertisers. A WNEW station executive when queried by BROADCASTING • TELECASTING said only that "we did not carry Macy's business and have no comment as to the reasons or policy."

Macy's began the price war when it cut prices on about 6,000 items, including drugs and cosmetics, after the United States Supreme Court in a recent decision invalidated a section of the Miller-Tydings Act which amended the Sherman Anti-Trust Law. The decision in affect released retailers from any obligation to maintain fixed prices on merchandise in interstate commerce unless they specifically signed agreements to do so with the manufacturers. This Macy's had never done.

Station Lineup

The one-day spot announcement scheduled was placed on the following radio stations' participation programs:

WCBS, *Jack Sterling*, *This Is New York* and *Tommy Riggs;* WNBC, *Skitch Henderson*, *Andre Baruch*, and *Skitch Henderson* (noon show); WJZ, *Sweeney & March*, early and later morning shows, and *The Fitzgeralds;* WOR, *Rambling With Gambling*, *McCanns at Home* and *Martha Deane;* WQXR, *Weather Report* and *Breakfast Symphony*.

In television: WNBT, *Kathi Norris*, *Josephine McCarthy*, and *Easy Does It;* WCBS-TV, *Margaret Arlen*, *TV Telephone Game* and *The Real McKay;* WPIX, *Matinee Movie*, 7-7:15 news and *Ted Steel;* on WJZ-TV, *The Fitzgeralds*, *Nancy Craig*, *Club Seven;* on WABD, *Your TV Shopper*, 12:15 p.m. news; WOR-TV, boxing (9-11 p.m.), *Buster Crabbe* and news (6:45-7 p.m.).

McCann-Erickson, New York, is the agency which placed the radio and TV campaign.

Further advertising in radio and television beyond the one-day was made unnecessary by the deluge of publicity given the department store's price war by newspapers and newscasters.

Recording Standards

NARTB June 1 mailed to its members and other interested parties a complete text of the revised recording and reproducing standards. Revised standards, based on many years work, received final board approval last year.

ITALIAN AMBASSADOR Tarchiani (l) bestows the Star of Italian Solidarity on Morris Novik, public service radio consultant, for aid in arranging broadcasts to Italy by the late New York Mayor LaGuardia [BROADCASTING • TELECASTING, June 4].

SALES CLINIC

Slated by ABA For Aug. 5

A "SHIRT SLEEVE" session in radio promotion has been promised for the first sales clinic of the Arkansas Broadcasters Assn., to be held at Hot Springs, Ark., Aug. 5, just prior to the annual summer convention of the association.

ABA President Fred J. Stevenson, KGRH Fayetteville, Ark., announced June 2 that the clinic would feature specialists from various fields of radio promotion in and out of Arkansas speaking to sales personnel of radio stations under the chairmanship of Julian Haas, KARK Little Rock.

Gracing the one-day agenda will be Ed Apler, KTHS Hot Springs; Red Rand, KDRS Paragould; Dave Crockett, KAMD Camden, and Ed Gideon of KGRH, who will speak at the morning session. Afternoon talks are slated for William Ryan, BAB president; Aubrey Williams, Fitzgerald Agency, New Orleans; Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Oil Co.; Oliver Gramling, AP; Wythe Walker, president, The Walker Co., station representative.

A roundtable discussion and commercial exhibit, plus a state-wide survey of sales ideas, will round out the meeting. Program and meeting site will be announced later.

RCA TUBE PLANT

Formal Dedication Today

RCA's new electron tube plant in Cincinnati will be dedicated today (Monday) to the memory of the late John G. Wilson, former executive vice president of RCA-Victor.

Frank Folsom, RCA president, will unveil a permanent plaque honoring his long-time friend, Mr. Wilson. The plant will be devoted exclusively to the manufacture of miniature and subminiature electron tubes. Harold A. DeMooy is plant manager.

Once upon a time there was an advertiser who bought a buy on a radio station. He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leaned back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn't pull for him. He knew because he tested it.*

"Put it on Eastern Iowa's WMT," the time buyer had urged. "That's where the tall corn grows and the dough comes up like thunder, where 52.8% of the state's $6 billion business is done in towns under 25,000, where the $2 billion a year farm income is likely to be spent in trading centers close to farmers' homes, where there are 201,527 electrified farm homes on 200,679 farms (that's *really* saturation). WMT is the Number 1 Hooperated CBS station in the nation, and a 1-minute Class A commercial, 52-time rate, costs only $31.50." But this time buyer was overruled and look what happened. MORAL: *Let the Marconis do the experimenting with radio.*

To a Radio Advertiser Who Knows More Than His Agency Time Buyer

DATA
HOOPER
PULSE
NIELSEN

WMT
CEDAR RAPIDS

5000 WATTS,
600 KC

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

* We made up this first paragraph out of our own headbone. Any resemblance to fact is unfortunate.

REGULATION W

RTMA Urges Flexibility

MAKE Regulation W flexible and radio-TV set manufacturers will have elbow room in the tightening high inventory-low sales squeeze, the Senate Banking & Currency Committee was informed last Tuesday.

The argument was presented by Robert C. Tait, Stromberg-Carlson Co.'s president and Radio-Television Mfrs. Assn.'s spokesman before the committee which has been holding hearings on the Defense Production Act. It was similar in content to a hearing given RTMA by the House Banking & Currency Committee more than a week ago [BROADCASTING • TELECASTING, June 4].

While wrapped up chiefly in the asserted rigid hardship Regulation W imposes on the set manufacturers, the hearing also dovetailed into the question of shortages of critical materials within the radio-TV receiver producing field.

Questioned on this subject by Chairman Burnet R. Maybank (D-S. C.), Mr. Tait asserted there were no appreciable shortages noted by radio-TV set makers. Essential materials are in enough supply to assure a flow of sets to a "normal" market, it was explained.

National Production Authority has not cut-back radio-TV set materials "directly," Mr. Tait said, but "indirectly"—i. e. by reducing certain supplies of materials for all industry. Moreover, he said, the radio-TV set industry has not been hard-hit except as a result of "numerous misleading press releases from Washington such as the several bad guesses on amounts of material to be available."

Cites 'Burden'

The government "burden" on the radio-TV industry, television particularly, he said has been cumulative from: (1) the FCC freeze, depriving TV manufacturers of about 50% of their market, (2) the 10% excise tax on TV receivers imposed last November, (3) Regulation W issued by the Federal Reserve Board, (4) the "misleading" releases as mentioned above, and (5) "implication in Ceiling Price Regulation 22 that prospective purchasers should wait until May 28—now extended to July 2—and prices will be lower."

The industry, he said, can get most of the materials today and most likely will continue to use substitutes for some materials which may be short, as it is now doing to meet reductions of cobalt. Cobalt, Mr. Tait predicted, should be available in the future.

The NPA's order on steel cutbacks probably would affect the industry later in the year, he said (see story page xx). The "normal market we could have supplied is now gone," Mr. Tait declared.

Regulation W demands a 25% cash down payment with the remainder of the purchase price stretched along a 15-month period. RTMA asked that a 90-day suspension of credit controls be set on TV sets with a maximum down payment of 15%.

Robert C. Tait, president, Stromberg-Carlson Co., appears before Congress.

* * *

RTMA argued that the present 25% down payment places hardship on low-income families and prevents them from buying sets. The regulation, Mr. Tait said, has resulted in unemployment of 50,000 TV plant workers—and that figure is "conservative," manufacturers' inventories totaling a half million sets and bankruptcy of many dealers.

Sen. Homer E. Capehart (R-Ind.) said that as far as he could see the problem was simple—Regulation W "has stopped sales" in the TV industry.

Chairman Maybank said the most impressive argument by RTMA was that it agreed with other witnesses who have testified that Regulation W is stringent. Flexibility, the South Carolinian said, would permit its imposition when needed but also allow its relaxation when that was necessary.

Sen. William B. Benton (D-Conn.) agreed with Mr. Tait that the greater down payment required of the purchaser under Regulation W was a "greater deterrent" to buying them than the terms imposed. This was in reference to RTMA's request for a 15% down payment.

Unemployment Issue

In discussing spreading unemployment in the industry, it was pointed out that some workers go into other fields thus leaving only a nucleus of trained or skilled technicians. The shortage of skilled workers in the radio-TV set manufacturing field is already being felt.

Sen. John W. Bricker (R-Ohio) pointed out that in his city—Columbus—the piled inventory of sets has reached aggravated proportions.

The retailers' stake in the current radio-TV set sales depression was expressed by W. G. Pierce Jr., president of the National Assn. of Electrical Distributors, representing 100,000 dealers, which NAED classifies as "clients." Dealers, Mr. Pierce, who accompanied Mr. Tait at the hearing, said, are in a "precarious position" because of their high inventories of appliances, particularly television sets.

McCARRAN BILL

Would Outlaw 'Job-Jumping'

SEN. PAT McCARRAN (D-Nev.) last week introduced a bill (S 1571) that would limit employment of a government official or attorney by any person outside the government concerned with actions of the particular agency involved.

The measure presumably would affect FCC as well as other government agencies.

It would amend the U. S. Code, by making it unlawful for a person or party concerned with an agency's activities to directly or indirectly promise to employ or "to pay or to tender, offer, or promise any office or employment, fee, salary, or thing of value to any person who is or has been a member, officer, attorney, or employe of any agency."

It also would be illegal for any present or former agency member, officer, attorney or employe to "seek, negotiate for, accept or promise to accept any employment, payment, offer or promise or tender of any office or employment with, or any fee, salary, or things of value" directly or indirectly from any person or party subject to the agency's "regulation, rule or order, adjudication, sanction, relief or decision."

The bill would not affect (1) any person whose appointment ceased or terminated with the agency two years before the bill becomes law, (2) if the person is not in any position to influence policy related to that person outside the government, or (3) if the person leaves the agency to return to the same position he held with a former employer before taking the government job.

Violators, upon conviction, would be subject to a maximum fine of $5,000 or two years imprisonment, or both.

The bill was referred to the Senate Judiciary Committee, of which Sen. McCarran is chairman.

AL JOLSON estate valuation has been set at $3,236,775.09 in first official appraisal filed in Los Angeles Superior Court.

A MATTER OF
GOOD BUSINESS

K
T
B
C
spot business
includes:

6 Major Grocers
Operating
62 Stores
10 Soaps
4 Flours
3 Meats
2 Bread

KTBC
shopper's guide*

____ baking powder
____ bluing
____ bread
____ butter
____ chili
____ coffee
____ desserts
____ fish
____ flavoring
____ flour
____ furniture polish
____ ice cream
____ mayonaise
____ meat
____ milk
____ mustard
____ oleo
____ peanut butter
____ preserves
____ rice
____ shortening
soaps:
____ dishes
____ laundry
____ toilet
____ sugar
____ syrup
____ tea

*This is a partial list of the spot business carried by KTBC.

GOOD BUSINESS FOR THEM
GOOD BUSINESS FOR YOU

"The Strongest Voice in the Capital of the Biggest State"

KTBC
CBS
LSC
5000 Wts
590 kc
Austin, Texas

The O. L. Taylor Company—National Representatives

New Hooper Area Report proves that for radio announcements:

Cleveland's lowest cost-per-thousand station is WTAM

For the first time in history, Cleveland radio station audiences have been *completely* measured. Unbound by the restrictions of former one-city surveys, the new "Northeastern Ohio Area Hooperatings" presents an authentic story of radio listening in thirteen counties* including the major cities of Cleveland, Akron and Canton. Every progressive advertiser & agency will welcome the "Northeastern Ohio Area Hooperatings" as an essential aid to time-buying.

Among the many interesting facts uncovered by the survey are these:

☆ *The lowest cost-per-thousand announcements in Cleveland are on* **WTAM**

☆ **WTAM** *leads in more evening periods than all other Cleveland stations* combined

☆ *In early morning and late evening (heretofore unmeasured by Hooper)* **WTAM** *leads all other Cleveland stations*

☆ **WTAM**'s *daytime ratings are higher for the thirteen counties than for Cleveland alone 52% of the time. (Station B's daytime ratings for the area are higher than for Cleveland alone only 7½% of the time)*

Before you spend another dollar in Northeastern Ohio radio, be sure you see the "Northeastern Ohio Area Hooperatings." It's the *one* authentic, complete and comprehensive radio listening measurement of 2,700,000 Ohio consumers. Wire, write or phone your nearest NBC Spot Sales office or WTAM sales for your new key to better buying in Northeastern Ohio.

**Embracing all counties common to the BMB areas of all Cleveland network stations.*

50,000 watts 1100 kilocycles

Cleveland's only Clear Channel station

represented by **NBC SPOT SALES**

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

RED PROBE

Hill Panel 'Sounds Out' Media On Subversive Influence

A CONGRESSIONAL subcommittee is tip-toeing about the radio-TV industry to see if there need be any formal investigation into Communist or subversive influence.

This fact was confirmed last week to BROADCASTING • TELECASTING by a source close to the Senate Judiciary Committee's Internal Security Subcommittee which had been reported to be holding executive hearings in New York. It was disclosed that this subcommittee, which Judiciary Committee Chairman Pat McCarran (D-Nev.) is heading, is "sounding out" radio-TV circles.

The hearings are being conducted in an atmosphere described as "super-secretive," with the location of the hearings, which are understood to have been changing as the situation demands, blacked out.

This is the same subcommittee which earlier this year split itself up into three task forces, one of these units designated to conduct studies of government agencies. At that time a report was circulated in some quarters that the subcommittee, which is a Senate counterpart to the Un-American Activities Committee in the House, would probe the FCC [BROADCASTING • TELECASTING, March 19].

However, Sen. Homer Ferguson (R-Mich.), a member of the subcommittee, stated that no task force had been assigned the FCC as an agency to be "investigated."

According to the spokesman, who asked for anonymity, the hearings being conducted in New York are for the purpose of finding out whether "there is need to investigate radio and television media" for Communist or subversive activity.

Reason for Censorship

This spokesman said there may well be "no need to investigate radio-TV" but that the subcommittee feels that in order to accomplish its mission it must judge for itself without attendant "publicity." For that reason a cloak of censorship has been imposed on information to the radio-press.

It was further stated that "leaks" must have come from people within the radio-TV industry, indicating that the subcommittee is operating almost in a sworn-to-secrecy manner.

According to news reports, Richard Arens, staff director of the group, stated: "We are under a mandate to the committee to make no disclosures at all." He was quoted as saying the names of witnesses would not be disclosed and no news conferences held.

Sen. Willis Smith (D-N. C.) was said to have been the only Senator present as the sessions got underway in New York with Chairman McCarran slated to attend further meetings.

It also was reported that newspaper columnists would be called to testify.

RALPH O'CONNOR (l), general manager of WISC Madison, Wis., smiles broadly after being elected president of the Madison Advertising Club, the first broadcaster so honored. Featured speaker at the annual banquet was William A. Blees, vice president of Avco and general sales manager of Crosley.

HUMOR ON AIR

Careful Use Urged

THE VALUE of humor cannot be exaggerated in today's world, but broadcasters should make sure the humor they air "is not slickly disguised propaganda aimed at someone's reputation." This was the admonition of Bennett Cerf, book publisher, author and columnist, who was guest speaker at the final luncheon meeting of the Chicago Television Council this season. Humor is more necessary than ever before today, he claimed, but warned his audience that "it's too easy to use humor as a weapon."

Mr. Cerf discussed *Troubled Air*, a book which his publishing firm will release shortly and which concerns five persons involved in a network production who are fired as a result of irresponsible charges. In the book, those who were fired were "backed up" by their radio colleagues. In fact, Mr. Cerf asserted, "few people in radio would be willing to stick their necks out and investigate the charges."

Mr. Cerf was introduced by Roy McLaughlin, commercial manager of WENR-AM-TV Chicago and new president of the television group. Mr. McLaughlin, former president of the Chicago Radio Management Club, will work during the next year with George Harvey, commercial manager of WGN-TV Chicago, as vice president, and Edgar N. Greenebaum Jr., research director of Television Shares Management Corp., as secretary-treasurer.

'AREA HOOPERS'

For Single-City Group

FIRST projectable "Area Hooperatings" for a single-city group of stations have been released by C. E. Hooper Inc. WTAM Cleveland commissioned the study, which measures listening in 13 counties in Northeastern Ohio, including all counties common to the BMB area of the four Cleveland network outlets (WTAM WGAR WJW WHK) whose projectable ratings are covered by the report.

Both quantitive and qualitative research was used in the study, according to Hooper, which secured its quantitative data from current coincidental telephone samplings in the cities of Cleveland, Akron and Canton, and its qualitative data from listener diaries both inside and outside these cities. Only purpose of the qualitative data, Hooper explained, is to "establish the ratio between WTAM's 'inside' city audience and that in its 'entire' area." The WTAM report is the first in a series of "Area Hooperatings" surveys, Hooper stated.

UNTERMEYER OUT

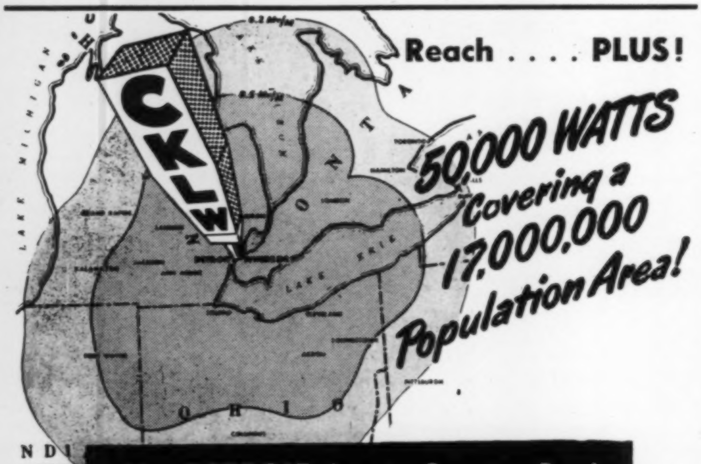
Cerf, Others Hit Allegations

LOUIS UNTERMEYER, poet and writer, voluntarily withdrew from the panel of *What's My Line!* on CBS-TV after "friendly" discussions about his alleged "disloyalty" with the network, Earle Ludgin Agency, Chicago, and the sponsor, Jules Montenier Inc., Chicago, which manufactures Stopette deodorant.

This was revealed in Chicago last week after the matter was brought into open discussion by Publisher Bennett Cerf, who was guest speaker at the luncheon meeting of the Chicago Television Council Tuesday (see separate story). Mr. Untermeyer, whom Mr. Cerf called a "decent, pedantic and harmless guy," was the object of several complainants who charged him with disloyalty after reading about his alleged activities in *Red Channels*.

Parties concerned agreed mutually that the sponsor and network, as well as Mr. Untermeyer, would benefit by his withdrawal from the panel, although the agency reportedly does not believe he would have left the show if the industry mechanics for handling disloyalty charges had been in effect two months ago when the complaints were lodged. Industry procedure now calls for cooperation among the networks, the American Assn. of Advertising Agencies and the American Federation of Radio Artists without fanfare and adverse publicity for any party concerned.

Stopette and its agency, Earle Ludgin, reportedly consider Mr. Untermeyer a man of "the highest integrity and noblest purposes" and "without blame or guilt."



The DETROIT Area's Greater Buy! —at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW

UBC IS MUST

TIMEBUYERS SAY TODAY

4 OUT OF AMERICA'S 150 Millions
Live in the 150 Miles between Greater
Baltimore and Greater Richmond

You can reach this rich market with

One order—one transcription—one package price

Through

UBC

with your message on the five UBC Stations

SERVING THE WASHINGTON AREA	SERVING THE BALTIMORE AREA	SERVING THE RICHMOND AREA	SERVING THE HAGERSTOWN AREA
WOOK	**WSID**	**WANT**	**WARK**
1590 ON YOUR DIAL	**1010 ON YOUR DIAL**	**990 ON YOUR DIAL**	**1490 ON YOUR DIAL**

WFAN—100.3 MC—WASHINGTON, D. C.

You can't afford to neglect this Five Station Package

because it offers

U) The Lowest Listener price Per dollar spent
in the Washington - Baltimore - Richmond area

B) The surest way to reach the vast Mid-Atlantic mass market

C) Five stations for the price of one major market

Wire collect for details to

UBC

1143 Connecticut Ave., N. W., Washington, D. C.

Markets are people like these . . . the doctor, the

fluenced in their purchases by friends. That is why

when they advertise in any of the 7 Fort Industry

A FORT INDUSTRY STATION

has made these 7 stations 1st choice for sales results.

ho

wi

ma

TH

WSP
WJB
WMA
WSP

housewife, the laborer, the teen-ager. They are in-

wise advertisers choose the Fort Industry station

markets. Top programming in the public interest

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla.
WJBK, Detroit, Mich. • **WWVA,** Wheeling, W. Va.
WMMN, Fairmont, W. Va. • **WSAI,** Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich.
WAGA-TV, Atlanta, Ga.

National Sales Headquarters:
488 Madison Ave., New York 22, ELdorado 5-2455

editorial

Two + Two = Four

THE UNITED STATES Census Bureau told us last week that it has counted radio sets in almost 96% of all U. S. homes.

Now, of course, the Census Bureau may be wrong, because a lot of awfully bright advertising executives have proved that radio doesn't amount to much any more.

You can't be sure about the Census Bureau; it's a sort of moss-back outfit that clings to the archaic belief that going out and counting things will tell you how many of what are where. Some researching experts, on the other hand, have the unique advantages of intuition and an occult ability to feel the public pulse by holding hands with themselves.

Probably the Census Bureau should not be taken very seriously. Its figures are probably wrong, and maybe it's true that there isn't any radio any more.

Ninety-six percent! Nothing's that good.

Era of Good Will

THE ORDER changeth.

New generations are taking over in the fields of regulation and of the regulated. This has occurred at the FCC, at the NARTB and at the RTMA in the course of a few weeks.

At the FCC, the new Broadcast Bureau is functioning. Capable men, with no preconceived notions have taken over. The policy direction remains in the FCC itself.

At the NARTB, Justin Miller, after nearly six years as a warrior for the cause of a free radio, steps into the chairmanship of the expanded organization. His duties will be myriad, but he will have more time in which to perform them.

The presidential gavel has been handed to Harold E. Fellows, the unanimous choice of a fully-representative selection committee. Hal Fellows enters the Washington scene with no chip on his shoulder and with the avowed intent of cooperation down the line.

Thad H. Brown Jr., son of a distinguished former member of the FCC, has assumed management of NARTB's television operations. As a lawyer specialized in the practice, he has seen television emerge from the experimental laboratories to a giant among media.

RTMA, representing the manufacturers, is under the new and aggressive leadership of another young man—Glen McDaniel.

There are all the ingredients of a new era of good will and of achievement by team-work in these almost simultaneous changes. There is recognition in Congress by such men as Majority Leader McFarland and Senate Commerce Committee Chairman Johnson of the tremendous forces for good that repose in radio and television.

All this was demonstrated at the ceremonies last Tuesday night in Washington, when Messrs. Miller and Fellows were installed. Legislators and regulators and justices broke bread with broadcasters and telecasters. It was a heart-warming event.

Memorialized too was Johnny Gillin, whose life expired at 45 last year. Johnny's stalwart widow was there to hear him extolled as "one of the first citizens of radio."

If Johnny ever had any enemies, no one ever knew them. He exuded cooperation.

This could be a new era that Johnny would admire.

FM's Aches, TV's Balm?

FM, STEP-CHILD among the broadcast media, finds itself embroiled in new troubles. They could well spell the collapse of a great many of the remaining FM stations.

First came the FCC foray against "beep" services, such as storecasting and functional music, on the ground that they do not comply with regulations requiring sponsor identification. Then, in a momentous opinion last week, the U. S. Court of Appeals dealt what could be the death knell of transit radio—just when that specialized operation was beginning to pull out of red ink. The court held that transit radio deprives passengers of "liberty without due process of law" by forced listening to commercials and announcements.

The transit radio case goes to the Supreme Court. Two decisions below sustained the validity of Transit.

The other specialized FM services in jeopardy are seeking, by force of logic and reason, to dissuade the FCC from snuffing out what appear to be the only opportunities left to realize some semblance of return, and at the same time provide additional service.

Despite the moderate success of some stations, FM has had a tortured existence from the start. There's little to be gained in rehashing the whole sordid story. It's enough to recall that the FCC practically forced AM licensees into FM and that it evolved the ill-begotten "planned economy" of regulated competition.

Now, when more prudent operators turned to specialized services to pull themselves out, both the courts and the FCC propose to pull the rugs from under them. We happen to think the whole transit issue has been artificially stimulated. The catch phrase "captive audience" has been played to a fare-thee-well. Yet, every poll we've ever seen shows a preponderance of the public likes the service.

But there's no eluding the facts. Those FM stations that can't make a go of it aren't going to be sustained forever. An FM band that can accommodate several thousand stations actually has fewer than 700.

The Supreme Court might reverse the court below. The transit radio entrepreneurs, with many hundreds of thousands invested, are not going to give up without the try.

Even with the facts at hand, however, it seems to us the FCC might well determine *now* what to do with the vast expanse of spectrum, adjacent to the present VHF TV band, earmarked for, but not being fully used by FM. There are 20 megacycles (88 to 108 mc.) providing for 100 channels for FM. The lower end of the VHF TV band, or Channels 2 through 6 are assigned to 54 through 88 megacycles, which immediately abut the FM band.

Substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles or 10 channels. The remaining 18 megacycles would provide three additional VHF TV channels, or increase the number from 12 to 15. This is no panacea for all TV allocations problems, but it would provide sorely needed additional service.

We hope means are found to retain the specialized FM services. Their value in a national emergency is known. Although the courts are not bound by such considerations, they nevertheless exist.

These problems should not be insoluble. Would the courts hold transit unconstitutional, for example, if only a portion of the conveyances had the service, giving the passenger a choice of riding with or without radio? Is there any reason the FCC cannot revise its regulations to accommodate beep services?

As for use of surplus FM channels for TV, the answer seems too obvious to argue.

our respects to:

THADDEUS HAROLD BROWN Jr.

THIRTEEN years ago, in the balmy days of a 500-station broadcast spectrum, the editors of the 1938 *Nassau Herald* asked members of the senior class at Princeton what they thought they would be doing in later decades.

Thaddeus Harold Brown Jr., having just completed a thesis on "The American Problem in International Radio Propaganda," took a stab at prophecy and the college yearbook bore this prediction: "Plans to study law and probably engage in radio administration or public relations."

That three-ply peer into a decade then to come proved accurate to an uncanny degree. Thad Brown: (1) studied law; (2) engaged in radio administration; (3) engaged in public relations.

He studied law at Harvard Law School. He is currently a radio administrator at the NARTB. And anyone who occupies a key post in a trade association is automatically practicing some of the defter phases of public relations.

Apparently the last two generations of Browns were drawn inevitably into radio. Perhaps it was vice versa. In any case, the elder Brown—Thad Brown, late commissioner of the FCC and predecessor FRC—took a key role in guiding radio's destinies in the exciting '30s.

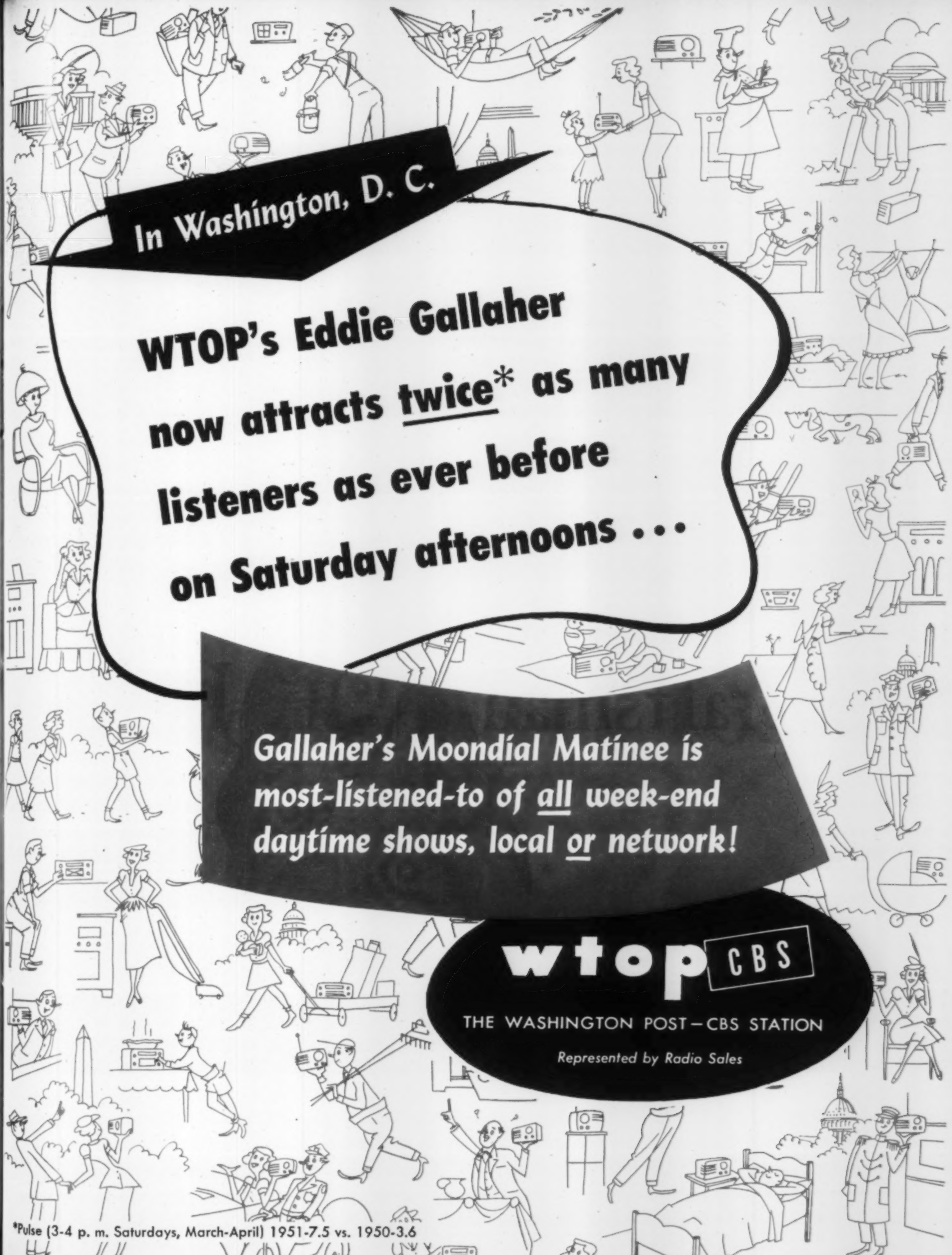
Thad Brown Jr. has been in radio since the war; last April was named acting manager of NARTB's autonomous TV organization, and just last week was elected by the NARTB TV Board to the association's top video post—manager of TV operations. Obviously Thaddeus Harold Brown III, aged 9, might as well spend his allowance on electrons, read dad's law journals and prepare to carry on the Browns' distinguished radio traditions.

Those familiar with the earlier era of American broadcasting can recall clearly the public life of the late Thad Brown, Ohio Republican, who died in 1941. A former Congressman, he retained the license tag Ohio 6 on his car after entering the administrative side of government. To this day Thad Jr. retains the coveted number.

Thad Brown Jr. was born in Columbus Sept. 7, 1916. His secondary education was received at Columbus Academy and Mercersburg Academy, nestled in the Southern Pennsylvania hills. Like many of his Mercersburg classmates he went to Princeton, receiving his BA degree in 1938.

That senior thesis, prepared for the Princeton Dept. of Politics, was a study of Fascist

(Continued on page 61)



In Washington, D. C.

WTOP's Eddie Gallaher now attracts twice* as many listeners as ever before on Saturday afternoons . . .

Gallaher's Moondial Matinee is most-listened-to of all week-end daytime shows, local or network!

wtop CBS

THE WASHINGTON POST—CBS STATION

Represented by Radio Sales

*Pulse (3-4 p. m. Saturdays, March-April) 1951-7.5 vs. 1950-3.6

front office

W. W. CARTER Jr., WTRY Troy, N. Y., named station manager succeeding **WILLIAM A. RIPLE**, resigned [BROADCASTING • TELECASTING, May 14]. Mr. Carter was assistant manager of station seven years and previous to that was station program manager. He started in radio 21 years ago, writing, producing and selling his own programs freelance.

Mr. Carter

JAMES M. KENNEDY, account executive WBAL Baltimore, appointed sales manager in charge of local sales.

SAM JOHNSTON, WCPO Cincinnati, **DAVE HUNSINGER**, salesman and publicity director American Airlines, and **JACK WHITE**, WKRC-FM Cincinnati, all to sales staff WSAI Cincinnati.

KINGSLEY F. HORTON, CBS-TV assistant general sales manager, recently assumed new duties as West Coast radio and television sales manager for the network, with offices at 1313 N. Vine St. in KTSL (TV) Hollywood Studio Bldg.

ARTHUR CHURCH Jr., CBS network sales, Chicago, to WBBM, same city, as salesman.

WILLIAM (Bill) VANDERBUSCH, account executive WMIE Miami, and **FRANK BOSCIA**, Miami Beach *Florida Sun*, to WTVJ (TV) Miami as account executives.

GILBERT I. BERRY, DuMont Television Network Central Division sales manager, Chicago, to WIBC Indianapolis, Ind., as general sales manager [BROADCASTING • TELECASTING, June 4]. Before joining DuMont in 1949, Mr. Berry was with ABC as Central Division network sales manager.

Mr. Berry

ALVIN G. FLANAGAN, vice president in charge of programming KFMB-TV San Diego, to ABC-TV Hollywood as Western Division program manager. **E. CARLTON WINCKLER** promoted to ABC-TV Western Division production manager, continuing also as KECA-TV Hollywood production manager.

ARTHUR GERBEL Jr., sales manager KJR Seattle, appointed to newly created position of assistant general manager. **PAUL E. MOORE**, account executive, named sales manager.

J. R. KING, general manager WREX Duluth, Minn., resigns. **WILLIAM H. LOUNSBERRY** appointed station manager and **ROBERT C. RICH** named commercial manager.

RA-TEL REPRESENTATIVES Inc. appointed representative for WKAT Miami.

JOHN W. EGGERS, Pacific Coast manager O'Mara & Ormsbee Inc., representative firm, elected vice president.

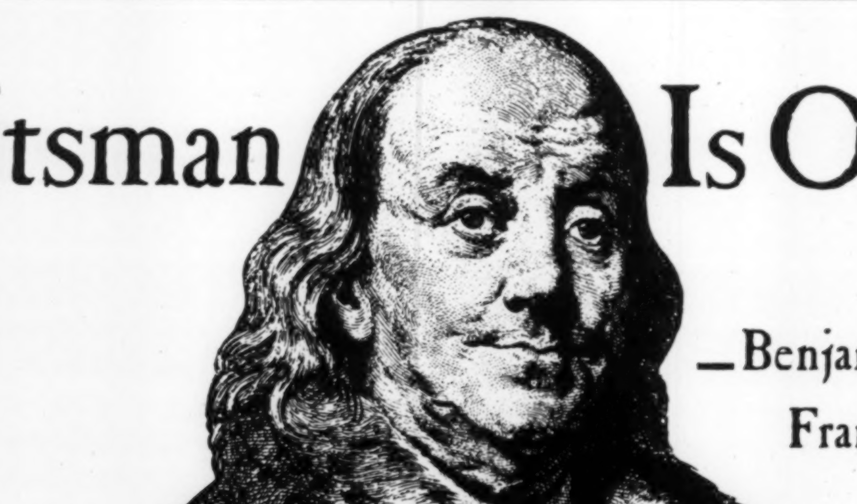
FRANK TALLMAN, assistant sales manager in aviation department, Butler Co., Chicago, to WBBM Chicago as sales service manager.

LLOYD McGOVERN, promotion department San Francisco *Examiner*, to sales staff KNBC San Francisco.

SIL ASTON, commercial manager WAIT Chicago, resigns. He is expected to join a California station.

DON GORDON, promotion department WTAR Norfolk, to WSAP Portsmouth, Va., as sales representative in Norfolk office.

"A Craftsman Is Only



—Benjamin Franklin

Soundcraft

REEVES Soundcraft CORPORATION

10 East 52nd Street, New York 22, N. Y.

JULIUS SCHEPPS, director in various Dallas companies, elected vice president of Variety Broadcasting Co., operator of KIXL Dallas.

KEN HILDEBRANDT, account executive KYA San Francisco, promoted to sales manager.

MARY LOU STONE to sales staff WCOG Greensboro.

Personals . . .

GENE WILKEY, general manager WCCO Minneapolis, elected to board of directors Advertising Club of Minneapolis. . . . **DONALD NORMAN**, sales manager, and **RICHARD EISIMINGER**, advertising and promotion manager KNBH (TV) Hollywood, in New York for conferences with NBC-TV executives on fall plans. They also will confer with agencies in that city, Cleveland and Chicago before returning to Hollywood June 25. . . . **ROBERT H. TETER**, sales manager KYW Philadelphia, received outstanding individual acting award from Temple's Community Theatre Festival for his role as Elwood P. Dowd in "Harvey."

LESLIE C. JOHNSON, general manager WHBF-AM-TV Rock Island, Ill., nominated for reappointment to board of aeronautical advisors in Illinois Dept. of Aeronautics. . . . **MACK ARNETTE**, local time salesman WWNC Asheville, N. C., took first place in Asheville *Citizen-Times* golf tournament.

BOB DUMM, vice president and general manager Lincoln Dellar stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KBD Santa Barbara), appointed by **GRANTLAND RICE**, chairman of National Sports Committee for United Cerebral Palsy, as member of California committee. . . . **STANLEY BELL**, salesman WRC Washington, elected treasurer Washington Advertising Club.

NEW NBC V.P.

Robert Sarnoff Elected

Mr. Sarnoff

ELECTION of Robert W. Sarnoff, director of NBC unit productions in the NBC television network, as a vice president of NBC was announced last week.

Mr. Sarnoff currently is responsible for several special production units in connection with NBC-TV's *Comedy Hour, Four Star Revue, Saturday Night Revue*, and *Kate Smith Hour*, and also is in charge of a special unit in the production of a TV history of the Navy being made in cooperation with the Navy Dept.

NBC President Joseph H. McConnell announced Mr. Sarnoff's election as a vice president, which occurred at a June 1 board meeting.

Mr. Sarnoff, son of RCA Board Chairman David Sarnoff, joined NBC-TV as an account executive in January 1948, and subsequently became assistant to the national program director, production manager for NBC-TV, and manager of program sales before being named director of NBC unit productions last Jan. 22.

He formerly was assistant to the publisher of *Look* magazine and before that was with the *Des Moines Register & Tribune* in a similar capacity. He was in the Navy for 3½ years as a lieutenant, and earlier served in the office of Gen. William Donovan, Coordinator of Information, Washington, D. C. He attended Phillips Academy, Andover, Mass., and was graduated from Harvard College.

WOODS NAMED

Heads Fresh Air Fund

MARK WOODS, ABC board vice chairman, will head a committee of TV and advertising executives formed to coordinate radio-TV phases of the New York *Herald Tribune* Fresh Air Fund's 75th-year campaign this summer.

Other committee members for the fund, which seeks $350,000 to provide country vacations for 10,000 underprivileged New York City youngsters, include:

Niles Trammell, NBC board chairman; Frank White, MBS president; Lawrence W. Lowman, CBS vice president; Chris Witting, DuMont Television Network general manager; Bertram Lebhar, WMGM New York director; Nathan Straus, WMCA New York president; Stanley Resor, J. Walter Thompson Co. president; Bruce Barton, board chairman of BBDO; Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt, and Harrison Atwood, McCann-Erickson executive committee chairman.

As Good As His Tools!"

YOU will find the best in recording apparati comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

Soundcraft tape is made in all types and lengths to accommodate all tape recorders.

Soundcraft recording discs available in a variety of sizes, single and double face.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.

EBONY
THE NATION'S LEADING
NEGRO MAGAZINE
BUYS
WBOK

To enlarge its coverage
to 500,000 Negroes in the
New Orleans Trading Area*

*208,000 Negroes live in
Greater New Orleans
*500,000 Negroes live in
WBOK's coverage Area
of Louisiana, Mississippi,
Alabama and Florida.

$450,000,000
NEGRO
TRADE AREA
COVERAGE

Concentrated Negro programming
with the South's TWO outstanding
Negro Disc Jockeys.

"Honeyboy" Hardy
Featuring spirituals and sweet talk music

"Okey Dokey"
Featuring, hot jive and knocked out jazz.

WBOK
1000 Watts 800 KC
Stanley W. Ray, Jr.
Vice-Pres. & Gen. Mgr.
FORJOE & CO.—National Reps.

BILL MOSHIER, KJR Seattle farm director, was honored by his sponsor, the Puget Sound Power & Light Co., on the occasion of his 3,000th consecutive morning broadcast. Present were, seated (l to r) Karl Dimmitt, PSP&L farm electrification director; Mr. Moshier; Art Kreamer, PSP&L advertising director; standing, Frank Swearingen, formerly PSP&L advertising director now with the Dept. of Agriculture; Pat Johnson, PSP&L vice president; Don Reed, KJR publicity director; Paul Moore, KJR account executive; Arthur Gerbel Jr., KJR sales manager, and Glenn Cushing, PSP&L agriculture engineer.

MONOPOLY HIT

Celler Asks Newsprint Fight

REP. EMANUEL CELLER (D-N. Y.) last week called on newspapers throughout the country to "rise in wrath" against certain monopolistic practices of Canadian and American newsprint companies.

In a speech on the House floor last Tuesday, Rep. Celler observed that the Abitibi Power & Paper Co., third largest producer on the continent, had announced an increase of $10 a ton on newsprint effective July 1—bringing the cost to $116 per ton. Earlier, Rep. Celler asked the Office of Price Stabilization to set "just and reasonable prices" for newsprint. Sen. Ed C. Johnson (D-Col.) expressed similar sentiments. Price Stabilizer Michael DiSalle formally asked Canada to suspend the increase.

Rep. Celler, whose House Judiciary Monopoly Subcommittee has just completed an inquiry into the newsprint situation, told colleagues he had not seen "a peep in any of the newspapers . . . complaining of this operation." The price boost, he added, will have a "very deleterious effect" on smaller newspapers, forcing many to discontinue operation, he added.

At stake in the newsprint issue, over the long range view, are not solely price boosts, described as "gouging" by Rep. Celler and Sen. Johnson, but also a growing newsprint shortage which could fan out through the whole American advertising structure. The effect would be manifested on media expenditures of national advertisers and, logically, in broadcast advertising, authorities point out. Moreover, about 25% of the nation's radio outlets are newspaper-owned.

Development of substitute processes for newsprint production would provide a welcome source of additional supplies, a strongly competitive factor in the newsprint industry, and replacement for essential natural resources in the U. S., according to the Celler subcommittee.

A report on newsprint released May 28 contains a number of recommendations which the subcommittee compiled following lengthy hearings last year on the scarcity of newsprint.

On May 31 Sen. Hubert H. Humphrey (D-Minn.) announced similar hearings on newsprint price and supply beginning July 11. Sessions will be headed by a Senate Small Business subcommittee under his chairmanship, and representatives of industry and government agencies will be invited to testify.

The House group, urging accelerated competition and production, called for (1) study by the Justice Dept. of restrictions on the newsprint trade; (2) the Office of Price Stabilization to encourage producers to set their own prices after controls are lifted; (3) construction of more plants in the South; and (4) vigorous anti-trust action against Canadian and U. S. newsprint producers where it is warranted.

STAFF INCREASE

KFMB Separates AM, TV

ADDITION of personnel to the staffs of KFMB-AM-TV San Diego was announced last week by Howard Chernoff, stations' general manager, who explained that radio and television operations were being divorced.

Bill Fox, production manager for KFMB-TV, is to be elevated to the post of program director. He succeeds Alvin Flanagan, who was slated to leave Saturday to assume duties as program manager for ABC's Western Division, Hollywood. Paul W. White, ex-CBS network news director and Peabody Award winner, joined the staff as executive editor for KFMB [BROADCASTING • TELECASTING, June 4]. Hobby Myers, former account executive with KGB San Diego, was named KFMB commercial manager.

WAGE FREEZE

Exemption Question

DISCUSSIONS on the panel level were held last week at the Wage Stabilization Board in Washington regarding the status of workers engaged in industries which are specifically exempt from price control by the Defense Production Act. Question to be answered is: Should these workers be exempted as well from wage control?

Radio-TV labor representatives were heard last Tuesday. Panel members included Sol P. Pryor, representing the American Federation of Radio Artists, and Television Authority. Also heard were a representative of the American Federation of Musicians and Frank B. Murdock of AFL's International Alliance of Theatrical Stage Employes (IATSE).

Radio and television come under the category of services which are exempt from the price freeze but generally are affected by wage control.

ALCOHOL ADS

Radio-TV Cited in Ruling

RADIO and television have been construed by the State of Maryland as falling within the scope of its regulations covering relations between manufacturers and wholesalers of alcoholic beverages and non-resident dealers.

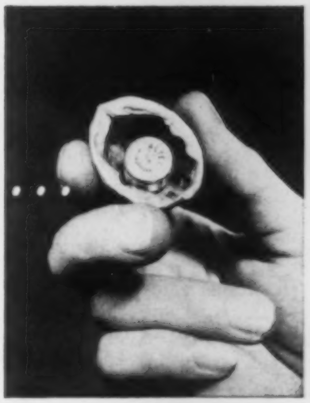
In a ruling by J. Millard Tawes, Comptroller of the Treasury, it was held that "advertisements, promotions and announcements by or for persons holding manufacturers or wholesalers licenses involving reference to a retailer or in any manner identifying his place of business through the medium of radio, television, magazines and like mediums employed in contacting the general public, fall within the provisions of Sec. 95 of Article 2B and are unlawful especially when the proportionate cost of time or space used exceeds a value of $5, or the value of any sign, display or other form of advertisement exceeds $5.

"This is true though the form of advertisement, promotion or announcement may or may not be furnished or intended to be furnished for the benefit of such retailer. It is obviously to the advantage of the retailer mentioned or publicized and also has a tendency toward the development of a tied house. Such actions have the effect of stimulating the trade of the particular retailer in preference to others."

The regulation as applied to media in general has been on the books a long time, it was indicated. Penalty is suspension or revocation of license, and on conviction, fine of not over $5,000 and imprisonment not over two years, or both.

CHUM Toronto has added Press News service to its newscasts which already had British United Press and full local coverage.

This is it in a nutshell!.. ...



GraybaR

recommends the sensational

ALTEC 21B microphone

LANSING CORPORATION

. . . because it combines unparalleled technical qualities *plus* the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blastproof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 150-16

Distributor of
Western Electric
products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
ecorders and Accessories (2,9,19,22)
peech Input Equipment (23)
est Equipment (1,8,12,24)
owers (Vertical Radiators) (3)
ower Lighting Equipment (7,11)
ransmission Line and Accessories (5)
ransmitters, AM and TV (6,20,23)
ubes (11,16,23)
urntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
J. J. Connolly, Stillwell 6-5858

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

CANADA REPORT

Royal Commission Hits Private Programming

CASTIGATION of private broadcasting station programming, more government aid for Canadian Broadcasting Corp., and no private television stations until CBC system is in operation are among the highlights of the 500-page report of Royal Commission on Arts, Letters and Sciences, tabled in House of Commons at Ottawa late on June 1.

It took two years for the Royal Commission to hold hearings on all cultural subjects and make its report, and with it, independent Canadian stations lost all hope for a long time of a separate regulatory body. Government's decisions on the Commission's recommendations are not expected for some time.

The private stations also learned that according to the thinking of the Royal Commission, they were laboring "under a false assumption that broadcasting in Canada is an industry. Broadcasting in Canada in our view," said the commissioners, "is a public service, directed and controlled in the public interest by a body responsible to Parliament."

The Canadian Assn. of Broadcasters had proposed an independent regulatory body on the grounds that the present set-up makes the CBC judge, jury and competitor. The majority report of the commission felt that "legislation to set up a separate regulatory body would alter the present national system and would result in two independent groups of radio broadcasting stations, one public and one private."

One commissioner, Arthur Surveyer, civil engineer of Montreal, favored the CAB independent regulatory body "as a matter of elemental equity." He found elements of unfairness in present CBC policy of refusing to grant television licenses to private stations so as to permit competition. "This is a surprising condition and I do not see why the private stations should not be permitted to venture money in telecasting if they have the courage to do so," he wrote.

Favor Status Quo

The other four commissioners, university professors and Vincent Massey, chairman, former Canadian ambassador to the United States, favored the status quo, with strict state control of TV. Without such control, the commissioners said, TV development in Canada would become established in "commercial north-south channels" which would be almost impossible to break in order to make the changes necessary to link the country east and west with national programs. It recommended that arrangements for the use of desirable U.S. telecasts in Canada should "follow and depend on the organization of a national system of television production and control."

The commission also recommended a TV receiver license fee, and that no privately-owned TV stations be licensed until the CBC has available national television programs and that all private stations be required to serve as outlets for national programs. It recommended that TV in Canada be reviewed by an independent body not later than three years after the start of regular Canadian telecasting. It estimated that a national TV service in Canada would cost between $35 million and $50 million and should be paid for out of the national treasury with annual grants.

While private station programming and U.S. content of programs came in for severe castigation, the CBC did not escape unscathed. The commission condemned CBC policy of soliciting local advertising for its own stations and recommended CBC refuse all such advertising in the future. The CBC also was urged to eliminate "less desirable" commercial programs on commercial networks and replace them with programs more appropriate to Canadian listeners. The report expressed the fear that the CBC might already be following too closely the wishes of important sponsors on questions of programming.

On the other hand, the commission felt that to eliminate all commercial programs from CBC would make CBC programs so highbrow that many Canadian listeners would turn to U.S. stations.

Independent Stations

On independent station programming, the commission pointed to what it called the commercialism and low intellectual level of the programs offered by many private stations.

The majority of the commissioners recommended that broadcasters be entitled to a public hearing of the CBC board of governors as a matter of right, not as a matter of privilege as at present. It was also recommended that decisions of the CBC board be subject to appeal in a federal court.

The commission found that Canadian "use of American institutions, or our lazy, even abject, imitation of them has caused an uncritical acceptance of ideas and assumptions which are alien to our traditions." Fear of further Americanization of Canadian culture, particularly via radio and TV, runs throughout the 200,000 word report.

To finance the CBC the commission recommended that the present license fee for listeners of $2.50 a year per radio home, be not increased, but that a statutory grant be given the CBC of about $5 million a year, or whatever necessary amount to keep CBC operations at about $14 million as estimated.

SPEAKER at Portland (Ore.) Electric Club, Walter Evans (center), president of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., talks with Norman Miller (l), Portland manager, Westinghouse Electric, and J. B. (Steve) Conley, manager of Westinghouse's KEX Portland. Mr. Evans in his May 24 address compared production in the United States with that in Soviet Russia.

It was also recommended that CBC board of governors be enlarged from present nine persons to make it more widely representative; that present three year licenses for independent stations be granted for five years, that a second CBC French network be set up, a French station be established in the Atlantic coast provinces, and that CBC spend more money publicizing its operations.

The commission also felt that to preserve the freedom of the press the CBC should not have control over facsimile transmission except to allocate channels for facsimile transmitters. Present CBC regulations have control over program content, advertising and political broadcasting, which if applied to facsimile transmission would interfere with freedom of the press.

KXO El Centro, Calif., reports an increase of 66.1% in national spot business for the first four months of 1951 against same period last year. Local business is ahead 4.2%, according to Riley R. Gibson, general manager.

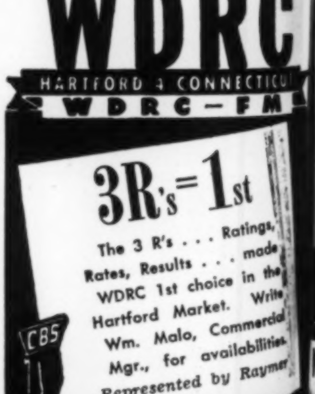
EQUIPMENT FOR SALE?

- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.



WDRC

HARTFORD 4 CONNECTICU

WDRC-FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CAB ANSWER

Says Report Not Realistic

CANADIAN broadcasters, through Canadian Assn. of Broadcasters, in a public statement regarding the report of the Royal Commission on Arts, Letters and Sciences (see separate story), felt that the "distinguished commissioners might have been a little more practical and realistic. Many member stations will feel there is not much definite direction within the report. . . . Cultural views of commissioners, if applied to daily broadcasting, might drive our listeners to United States stations." CAB deplored the stand on TV development "at the expense of taxpayers."

A committee of CAB directors met at Toronto June 2-4 to review the report and compile recommendations for a general meeting of directors at Toronto on June 18. Attending the meeting were D. Malcolm Neill, chairman of CAB board, and manager, CFNB Frederiction; William Guild, CJOC Lethbridge, CAB board chairman for the past two years while Royal Commission hearings have been held; Ralph Snelgrove, CKBB Barrie, CAB director and president, Central Canada Broadcasters Assn.; and James T. Allard, CAB general manager, Ottawa.

CAB statement pointed to the "very practical, down-to-earth minority report" of Commissioner Arthur Surveyer of Montreal, which recommended CAB plan for an independent regulatory body. The CAB statement said the Surveyer recommendation "would form the basis of a highly practical and workable plan for Canadian radio."

The association said it is satisfied with the chief recommendation of the Royal Commission which gives independent stations recourse to the courts from CBC board rulings, extended station license from three to five years and cancellable only for cause, suggested revision of CBC regulations, and gives right of independent stations to appear before CBC board.

CAB pointed out that "we had hoped that independent stations would be allowed to share the expense and adventure of pioneering the new field of TV. The commission has recommended against this, and has suggested that all TV be conducted by CBC for the state, at the expense of the taxpayer. The suggestion involves tremendous tax expenditures which will be burdensome to the taxpayer, while independent stations are willing to bring TV to Canadians free."

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA . . .
In AUTOS & TRUCKS

GREENVILLE	56,772
Columbia	44,975
Charleston	38,030

S. C. Highway Dept., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmont Station, Greenville, S. C.
NBC For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

CD FUND CUTS

Caldwell Hits Congress

CONGRESSIONAL ax-wielding on President Truman's $403 million request for additional civil defense funds for communications and other equipment has been soundly scored by Millard F. Caldwell Jr., Federal Civil Defense Administrator.

In a letter to Gov. Frank J. Lausche of Ohio, Mr. Caldwell charged that Congress "completely failed" to provide any worthwhile program. He termed the $110,000 allotted for a communications warning system "insignificant" and charged that his program for state assistance has been "stopped cold" because Capitol Hill appropriated nothing for two-way radios and other items.

Mr. Caldwell expressed hope that Congress will recognize the importance of an "informed, organized and trained public" and make a decision quickly. "It's time to stop fiddling," he added. A sum of $5,758,000 was allotted for training and education, with roughly $500,000 of that sum set aside for activities in radio, television and other media activities.

FM Set Meeting

JOINT meeting to discuss availability and demand for FM receivers will be held June 26 at NARTB headquarters in Washington by the NARTB FM Committee and the FM Policy Committee of Radio-Television Mfrs. Assn. Members of the separate broadcast industry FM committee are invited. Chairman of the NARTB FM group is Ben Strouse, WWDC Washington. John W. Craig, Crosley Division, heads the RTMA committee. Last meeting of the three groups was held March 13 in Washington.

UNATTENDED TRANSMITTER OPERATION

Canadian Success Outlined by Chandler

UNATTENDED operation of broadcast transmitters in Canada is providing reliable service and is "thoroughly practical," according to George Chandler, manager of CJOR Vancouver, B. C.

Growing shortage of technical personnel has drawn wide interest to the Canadian operation, which was explained in detail during the NARTB Engineering Conference in Chicago last April. Remotely controlled operation in this country would permit the average station to concentrate on raising the quality of announcing instead of relying on a balance between engineers who can do announcing or announcers who know enough engineering to get a ticket, according to the views of some broadcasters.

Canadian government standards covering equipment are "unusually high," according to Mr. Chandler, encouraging automatic handling of most functions and location of transmitters outside of urban areas.

Four Canadian manufacturers offer equipment for remote operation of broadcast transmitters, one using telemetering and the others marginal relays. Graphical recording has been suggested for this type of operation, in combination with telemetering or marginal relays.

According to Mr. Chandler, examination of logs of a 5 kw Canadian transmitter showed transmission of over 6,200 hours in a year with 1 hour 42 minutes off-the-air time. Of this, all but eight minutes were caused by power failure.

Use of an emergency power plant would solve the power problem, he said, and an auxiliary transmitter would reduce loss of time caused by all other faults. He suggested a radio studio-transmitter link could be used for control functions and program transmission if program and control circuits failed.

Mr. Chandler said the British Columbia Telephone Co. handles over 60,000 calls a month by radio, using a system of unattended transmitters which are controlled when necessary by phone dialing.

As to the personnel side of unattended operation, Mr. Chandler said:

> People would question the saving if the transmitter operator was moved from a chair in front of a transmitter to another chair in front of telemetering equipment. The simplicity of necessary information for remote monitoring does not require skills higher than those found in the operator of a studio console.
>
> If the station is of a type that uses a control room operator at all times, this man is then able to handle the required functions. If it is a station that combines the announcer and the operator then this operator can ride gain and therefore read a percentage of modulation indicator and should certainly be able to read and interpret other minor information carried to the studio by frequency deviation monitor, telemetering or marginal relay apparatus.
>
> This man need only know at what margins he should switch off the transmitter and call for the engineer. Remote operating of transmitters would tend to encourage high calibre of station engineers as it does place more responsibility upon them.

The Biggest Giveaway of ALL

ONCE UPON A TIME, there was a Radio Station (like WARD) with a GIANT share of the audience in an industrial rich metropolitan market (like Johnstown, Pennsylvania) of nearly 300,000

THERE were other Radio Stations in this city (like Johnstown) but alack, alas, they just couldn't increase their tiny, dwarf-like share of listeners

SO, they huffed, and they puffed with their giveaways, lucky numbers, mystery noises and all sorts of those prize-for-listening devices

ONE day, the inevitable happened! These overzealous, free-for-all Radio Stations trying to outdo each other, gave away their transmitters and everything

AND now, the Radio Station (like WARD) that never believed in giveaways, as a substitute for GOOD radio, is all alone (or so it seems) This station has its transmitter, listeners, HOOPERFIRST ratings and everything — INCLUDING 27 ACTIVE NATIONAL ACCOUNTS.

WARD JOHNSTOWN CBS WVAM ALTOONA

Represented by Weed and Company

Text (in part) of U. S. Court of Appeals Transit Radio Ruling

(See Separate Story)

. . . The passengers are known in the industry as a "captive audience." Formerly they were free to read, talk, meditate, or relax. The broadcasts have replaced freedom of attention with forced listening.

Most people have to use mass transportation. In the District of Columbia this means they have to use (Capital) Transit and hear the broadcasts. Even as between the District and the adjoining Pentagon region in Virginia the Supreme Court has said: ". . . most government employes, in going to and returning from their work, were compelled to begin or complete their trips by utilizing buses or streetcars of Capital Transit."

The forced listening imposed on Transit passengers results from government action. By authorizing Transit and forbidding others to operate local streetcars and buses, Congress made it necessary to hear the broadcasts. (They) cannot operate in city streets without a franchise. Congress has given Transit not only a franchise but a virtual monopoly of the entire local business of mass transportation of passengers in the District of Columbia. Furthermore, the forced listening has been sanctioned by the governmental action of the (Public Utilities) commission. If the commission had found it contrary to public comfort or convenience, or unreasonable, it would have stopped. Because the commission decided otherwise it continues.

No occasion had arisen until now to give effect to freedom from forced listening as a constitutional right. Short of imprisonment, the only way to compel a man's attention for many minutes is to bombard him with sound that he cannot ignore in a place where he must be. The law of nuisance protects him at home. At home or at work, the constitutional question has not arisen because the government has taken no part in forcing people to listen. Until radio was developed and someone realized that the passengers of a transportation monopoly are a captive audience, there was no profitable way of forcing people to listen while they travel between home and work or on necessary errands.

Exploitation of this audience through assault on the unavertible sense of hearing is a new phenomenon. It raises "issues that were not implied in the means of communication known or contemplated by Franklin and Jefferson and Madison." But the Bill of Rights . . . can keep up with anything an advertising man or an electronics engineer can think of.

If Transit obliged its passengers to read what it liked or get off the car, invasion of their freedom would be obvious. Transit obliges them to hear what it likes or get off the car. Freedom of attention, which forced listening destroys, is a part of liberty essential to individuals and to society. The Supreme Court has said that the constitutional guarantee of liberty "embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties. . . ." One who is subjected to forced listening is not free in the enjoyment of all his faculties.

Of course, freedom from forced listening, like other freedoms, is not absolute. No doubt the government may compel attention, as it may forbid speech, in exceptional circumstances. But a deprivation of liberty to which the government is a party is unconstitutional when it is "arbitrary or without reasonable relation to some purpose within the competency of the state to effect." Forcing Transit passengers to hear these broadcasts has no reasonable relation to any such purpose.

Some discomforts may perhaps be inevitable incidents of mass transportation, but forced listening is neither incidental nor inevitable. It deprives the appellants and other passengers who object to the broadcast of their liberty for the private use of Transit, Radio, and passengers who like the broadcasts. This loss of freedom of attention is the more serious because many people have little time to read, consider, or discuss what they like or to relax. The record makes it plain that the loss is a serious injury to many passengers. They suffer not only the discomfort of hearing what they dislike, but a sense of outrage at being compelled to hear whatever Transit and Radio (Transit Radio Inc.) choose.

Willing listeners are entertained by the broadcasts. But the profit of Transit and Radio and the entertainment of one group of passengers cannot justify depriving another group of passengers of their liberty. The interest of some in hearing what they like is not a right to make others hear the same thing. Even if an impartial survey had shown that most passengers like the broadcasts or were willing to tolerate them on the supposed chance of a money benefit, that would not be important, since the will of a majority cannot abrogate the constitutional rights of a minority. Moreover, there is no evidence that any large group of passengers actually wish to go on being entertained by broadcasts forced upon other passengers at the cost of their comfort and freedom.

It has been argued that when freedom of attention is abridged freedom of speech and press are abridged, and that when Transit sells the forced attention of its passengers to Radio for advertising purposes it deprives them of property as well as liberty. Also, it may well be doubted whether Transit can perform its statutory duty of providing comfortable service for all by giving more than comfortable service to some and less than comfortable service to others. But we need not consider these issues. In our opinion Transit's broadcasts deprive objecting passengers of liberty without due process of law. Service that violates constitutional rights is not reasonable service. It follows that the (Public Utilities) Commission erred as a matter of law in finding that Transit's broadcasts are not inconsistent with public convenience, in failing to find that they are unreasonable, and in failing to stop them.

This decision applies to "commercials" and to "announcements." We are not now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights.

The judgment of the District Court is therefore reversed with instructions to vacate the commission's order and remand the case to the commission for further proceedings in conformity with this opinion.

Reversed.

At Last!!!

WE'VE RAISED RATES!

OUR OLD RATES WERE
OBSOLETE (1940)

We have adjusted our rates in line with the tremendous increase in size of our market and audience.

AVERAGE RATE INCREASE	7½%
POPULATION INCREASE	67.1%
RADIO HOMES INCREASE	242.0%
RETAIL SALES INCREASE	341.0%

Send for free booklet telling why KGER is still the best buy in Southern California!

The Station of the American Home

KGER

5000 WATTS

LONG BEACH LOS ANGELES

Associated with KUOA, Siloam Springs, Ark.

Open Mike

(Continued from page 18)

28]. Program quality taped or live is unimportant in evaluating the *need* for network. We assume that network programs have to be good, even though very often they are not. The point at issue is "are networks necessary *unless they perform a service which cannot be performed in any other way by any other media?* That's what they used to do.

Today they seem to be lost in a maze of confusion, indecision and frustration. They need a reason for being; once they find it again TV will be only another competitor, not a monster.

Gustav K. Brandborg
Asst. General Manager
KVOO Tulsa

* * *

Prairie Isn't Lone

EDITOR:

Noticed recently in BROADCASTING • TELECASTING where someone was stating radio signals did not have as high strength in summer as in winter. In the primary-fringe area this becomes an asset in reducing same-channel interference to the point where each station actually gets out farther in summer than in winter.

Another odd fact is that under present network rate-cutting we small stations out on the prairie far from TV become a highly rated asset to the networks, as our audience proved in placing us so high on the recent *Queen for a Day* contest.

Bud Crawford
President
KCNI Broken Bow, Neb.

RCA Deliveries

RCA VICTOR Div. of RCA has notified suppliers that some of its departments will suspend operation for a two-week vacation period beginning June 29. Purchasing sections of the parts and tubes divisions and the record and home instrument departments will advise suppliers of specific deliveries that will be made during that period. Shipments to the Engineering Products Dept. will be suspended "except for orders referencing (certain) urgent defense contracts," RCA's Victor Div. added.

Respects

(Continued from page 52)

radio propaganda and what this country should do—alone and in cooperation with other nations. Many of the ideas still deserve the careful perusal of those engaged in international broadcasting.

After winding up his Princeton career the younger Brown took on a police beat at the *Cleveland Plain Dealer*, and soon was promoted to the rewrite desk. Some of his happiest days were spent in Cleveland precinct headquarters and for a time legal aspirations were laid aside in favor of elemental journalism.

By autumn, law had conquered newspapering, and Thad Brown Jr. entered Harvard Law School. The three-year course wound up with, guess what—a radio thesis. This time the subject covered a Magna Charta for American broadcasting stations. It consisted of an exhaustive analysis of the FCC's authority—after the Commission had promulgated its historic chain broadcasting regulations and before the Supreme Court had upheld the Commission's authority.

The year 1941 was an eventful one in the Brown home. Thad Brown, the elder, died that year. The younger Brown graduated from Harvard Law School, passed the Ohio bar exams, enlisted in the Navy months before Pearl Harbor and married Elisabeth Kampmann, of Merion, Pa.

Naval Service

Without any help from the *Nassau Herald*, Uncle Sam's Navy put young Brown in public relations under Vice Adm. Leland P. Lovette, known to many broadcasters. Adm. Lovette was director of Navy public relations in the Secretary's office. Finally this assignment led to a three-year career in the Pacific as skipper of the *PC 583* and executive officer of the destroyer *Balduck*.

After leaving the Navy as a lieutenant commander in early 1946 Thad Brown Jr. started practicing law in the office of Roberts & McInnis, well-known Washington firm. The firm's newest lawyer took over the TBA account and was associate counsel for DuMont.

Through the postwar years, radio and television have gone through the regulatory wringer and have emerged in various states of promoted and arrested development. Mr. Brown has lived through all the hearings and arguments and bickering that have characterized the postwar electronic years.

Last winter when NAB and TBA merged under the NARTB banner, Mr. Brown was a natural and obvious selection to direct the video portion of the trade association's activity. He was given the quick title of acting manager while a committee scanned the field in an effort to make the best possible permanent selection.

While the committee did its scanning, Mr. Brown whipped up NARTB's new TV organization. Supported by five years of invaluable Washington regulatory and legislative contacts, legal practice and the accumulated experience of a radio-family environment and many months of school research, he faced such problems as the FCC's VHF-UHF allocation, legislative threats, organized collegiate steps to restrict sports telecasting and a half-hundred other crises.

Chosen By TV Board

Last Monday the TV Board of NARTB scanned the report of its selection committee, which had been looking over a list that contained such names as Wayne Coy, FCC Chairman; Eugene S. Thomas, WOR-TV New York, NARTB TV Board chairman, and others. Before the day ended Thad Brown had been elected to this key position and NARTB's basic reorganization was about complete.

The new TV manager is a member of American, District of Columbia and Ohio Bar associations as well as Federal Communications Bar Assn., of which he is past secretary. Clubs include Chevy Chase, University, Princeton Club of Washington and Princeton Charter Club.

Besides Thad III the Browns have a second child, Bettina Simpson Brown, 7. Thad Brown Jr.'s mother, now Mrs. Howard Coffin, has continued her political activity since marrying the former midwestern Congressman.

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

W. E. WHITMORE

N. M. Radio Pioneer Dies

WALTER E. WHITMORE, 65, founder of four New Mexico radio stations and president of KGFL Roswell and KWEW Hobbs, died June 3 following an illness of several weeks. He had been an active broadcaster as late as last summer when he handled baseball play - by - play broadcasts.

Mr. Whitmore

Mr. Whitmore went to Albuquerque in 1926 with truck-laden sound equipment that proved to be the basis for the founding of KGGM a year later. When A. R. Hebenstreit became president of the station in 1928, Mr. Whitmore moved to the eastern part of the state, established KGFL and KWEW within a 10-year period, and last year founded KENM Portales, N. M.

Mr. Whitmore is survived by his widow, Theresa, and two sons, Walter Jr. and Ralph.

AAW AGENDA

Ryan, Hooper to Speak

BAB PRESIDENT William B. Ryan is among the top radio and television speakers slated for the 48th annual convention of the Advertising Assn. of the West at the Cosmopolitan Hotel, Denver, June 17-21.

Mr. Ryan will highlight the June 19 radio session with a talk titled "I Hear It's Going to Rain." Robert J. McAndrews, managing director, Southern California Broadcasters Assn., Hollywood, is to chairman the session.

C. E. Hooper, president of C. E. Hooper Inc., New York, will lead a panel discussion on "What Is Television Doing to Advertising?" J. Neil Reagan, Hollywood radio-television manager, McCann-Erickson Inc., will handle the question and answer session that follows. Haan J. Tyler, KFI-TV Los Angeles manager, will chairman this television departmental June 20.

Glad Hall Jones, account executive, KRKD Los Angeles, will preside over a special breakfast meeting June 20, with guest speaker to be announced. Kay Richin, KALL Salt Lake City, is chairman of the traditional three-minute speaking contest held on the second day of the convention.

Annual awards for best radio commercials produced in the West, both programs and spots in large and small cities, is being handled by a committee headed by H. Quenton Cox, general manager, KGW Portland.

There also will be talks by Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt Inc.; James Booth, advertising director, The Tea Bureau; G. W. Purcell, advertising director, Van de Kamp's Bakers Inc.; Palen Flagler, The Nestle Co.; H. Charles Bartlett, secretary, Macy's (San Francisco).

CHICAGO AD CLUB

Organization Session Held

ONE HUNDRED young advertising executives in Chicago met May 28 to organize the Advertising Club of Chicago. W. S. Kirkland of the agency of the same name presided, and introduced the guest speaker, Spencer Allen, director of the WGN-TV Chicago news department.

Membership in the professional club is limited to men and women directly engaged in advertising on an executive or semi-executive level, although a few members will be taken from service, supply and media fields, Mr. Kirkland said. A lounge room and dining facilities are being made available at the Pearson Hotel. The next meeting is scheduled for June 25.

WHO'S ON FIRST?
IN GRAND RAPIDS, MICHIGAN
WLAV
AM-FM-TV

ON THE BALL . . .
Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.
DOUBLE HEADER . . .
WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.
A HOME RUN . . .
Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.
GET ON BASE . . .
Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.
Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.
WLAV *exclusively for the Tigers*

GRAND RAPIDS
DETROIT

For availabilities call JOHN PEARSON CO.

Strictly Business

(Continued from page 16)

ples, the late Dr. M. G. Gibbs, that Mr. Sanders went to work for the drug firm.

That was in 1923. Peoples has been his only place of employment. Beginning as a stock clerk, Mr. Sanders rose to the top by a circuitous route. Along the way, he worked also as a clerk, in window display, the warehouse, and the reclamation and sales promotion and advertising departments. He became advertising and display director in 1940.

In 1942, he joined the Army and was post exchange officer at training camps in Atlanta, Tallahassee and Charleston, S. C., before his discharge in 1946.

Mr. Sanders lives across the Potomac River from Washington in the pleasant Virginia community of Arlington. His home, a five-room, semi-bungalow dwelling, is shared by Mrs. Sanders, the former Grace Phares, and 3,500 books. The Sanders are childless.

Book Collection

Of these 3,500 books, 2,000 are first editions, which he collects. He is particularly interested in American authors.

When he isn't reading, or helping Mrs. Sanders in the flower garden, Mr. Sanders likes to spend his time fresh-water fishing.

He is a member of the D. C. Pharmaceutical Assn. and of the Masons, Scottish Rite and Shrine. At present, he is a patron of the Eastern Star Chapter of Washington.

Last month he was elected to the office of 1st vice president of the Advertising Club of Washington.

About the only chance Mr. Sanders has to listen to the radio is during the 50 minutes spent driving his Buick to and from work.

Peoples had tried radio unsuccessfully in about 1937. In 1940, radio advertising was discontinued. "It wasn't so much radio's fault," Mr. Sanders explained, "we just felt that we didn't know how to use it."

But Korea came. And ominous world developments glued the nation's ear to a loudspeaker. In Mr. Sanders' words, "News became a primary factor in everyone's life."

So Peoples returned to radio over WWDC Washington. Brief newscasts were given every hour on the half hour around the clock. That was last October. In December, Peoples discontinued the early morning newscasts over WWDC and, instead, began sponsorship of a daily newscast and a news program over WRC Washington.

Also in December, Mr. Sanders decided to enter television advertising. Currently, Peoples is sponsoring an afternoon, hour-long feature film beamed at housewives over WNBW (TV) Washington.

Is this airwave advertising paying off? Mr. Sanders thinks so. Peoples net sales in 1950 were $47,298,000 and it's too early to give the annual sales for 1951. But the first quarterly figure of $11,845,000 for 1951 is $836,000 above the figure for the same period in 1950.

"Sandy," as he is known to colleagues, always felt that "Radio was too strong an advertising medium not to be used." He is glad that Peoples has learned how to use it.

CONSOLIDATED net profit of $5,266,491, before federal income and excess profits taxes, reported by Emerson Radio & Phonograph Corp. and subsidiaries for 26-week period ended May 5, as against $5,121.952 for same period a year ago. After taxes, figures were $2,366.542 ($1.22 a share) compared with $3,048,948 ($1.57 a share) in same 1950 period.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

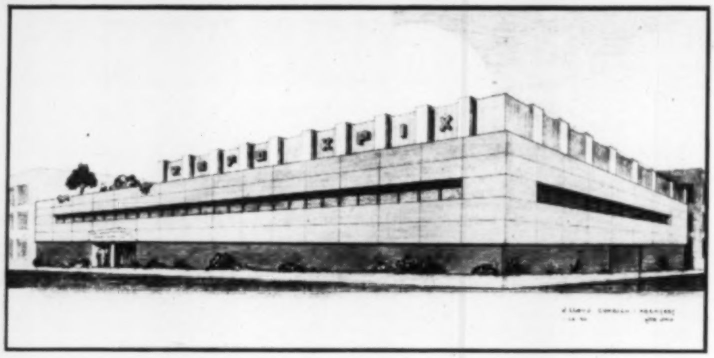
Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.



Architect's conception of the new KSFO-KPIX studios.

* * *

NEW BUILDING

KPIX-KSFO Home Underway

CONSTRUCTION on the new KPIX(TV) - KSFO San Francisco studios has been started. The schedule calls for completion by December, according to Philip G. Lasky, vice president and general manager of the stations.

The new radio and television center, located on Van Ness Ave. at the corner of Greenwich St., will be three stories high and will house three large television studios for KPIX, four radio studios for KSFO, and business offices for both stations.

The television studios will have no master control. Each studio will be capable of receiving and transmitting individual programs to various sources. The control room, housing all technical equipment, will be centrally located.

Engineering features were designed and supervised by Engineering Director A. E. Towne and George Mathiesen of KPIX. Richard Bell, assistant to the president, is supervising the over-all construction.

The main lobby, of modern design, will include black walnut panelled walls; a mammoth television screen on one side of the room, terrazzo floors, indirect lighting, fish pond, and hanging garden. All doors from the lobby into studios and other portions of the building will be electrically controlled. An outside deck, completely equipped with technical facilities for outdoor telecasts, will occupy a major portion of the roof-top.

ADS Convention

RADIO-TV's future will be discussed by NARTB President Harold E. Fellows at the Alpha Delta Sigma national convention June 23. The national advertising fraternity's biennial meeting will be held at Cape Cod June 22-24. In addition to Mr. Fellows' talk on "The Future of Radio and Television," the convention will hear a panel discussion of "Advertising in War Time." The ADS chapters at Boston U. and Babson Institute will be hosts to the convention.

FRAUD BILL

House Passes Radio 'Code'

THE HOUSE passed and sent to the Senate last Tuesday legislation that would make it a criminal offense to use interstate radio to effect a fraud.

The so-called "radio fraud bill" (HR 2948) was passed by the House on consent calendar. Objective of the measure is to "eliminate fraudulent radio advertising in the same manner as schemes to use the mails to defraud are presently barred," according to Rep. Byron G. Rogers (D-Col.), who handled questions on the floor of the House.

The proposal was reported by the House Judiciary Committee last April [BROADCASTING • TELECASTING, April 30]. It would apply to any person transmitting or causing transmission "by means of interstate wire or radio communication" any fraudulent advertising scheme. It also would affect television transmission.

Rep. Rogers explained that "the original bill as offered before the committee provided that the radio station owner who knowingly permits such a fraudulent scheme would be in the same category as the one who perpetrated the fraud. This bill eliminates reference to the radio broadcaster since the conspiracy and accessory sections of the Criminal Code now apply to him" [BROADCASTING • TELECASTING, April 23].

In answer to a query by Rep. H. R. Gross (R-Iowa), Rep. Rogers said NARTB endorsed the new bill. Justin Miller was instrumental in effecting changes by the committee, principally the change which absolved broadcaster liability.

Penalty under the bill would be maximum fine of $1,000 upon conviction or five years imprisonment or both.

Ladd Organizes Firm

ALAN LADD, film star, has organized Ladd Enterprises Inc. to produce motion pictures, TV films and radio shows, but it will not start functioning until completion of his Paramount Pictures contract in November 1952. This enterprise was said to be independent of the film actor's current non-exclusive contract negotiations with Warner Bros. Stipulations concerning television rights, sought by Mr. Ladd, are expected to be compromised. He would do a certain amount of television work a year when it does not interfere with motion picture activities.

Why buy 2 or more...
do 1 big sales job
on RADIO BALTIMORE
WBAL
Contact
EDWARD
PETRY CO

JUNE 11, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

FCC May Consider Johnson Letter Today
Page 65

CBS Plans Color Tests
Page 65

Telefile: WHAM-TV
Page 66

Latest Set Count By Markets
Page 76

what, no hopalong?

A hiatus for Hoppy? Not on your life, podner—summer's bigger 'n a ten-gallon Stetson on NBC Television!

To corral *this* summer's tremendous audience (forty million viewers of NBC programs a week), a whole posse of advertisers already have signed for campaigns on NBC-TV . . . with more joining up every day.

And we doubt if big-time television will ever be as attractively priced as it is under NBC's summer incentive plan.

Come on in, podner—it's just hoss-sense!

NBC summer television

POP. 40,000,000

WBAP-TV HOLDS
SUMMER VIEWERS
WITH TOP TV SHOWS
NBC ABC LIVE

37 MILES
30 miles
FORT WORTH - DALLAS
South's Finest Market

Waxahachie,

POPULATION	12,500
FAMILIES	3,900
RETAIL SALES	$12,430,000

COVERAGE
COVERAGE
COVERAGE

REACHES *ALL* OF THE *BEST* MARKET IN THE SOUTH!

WBAP-TV's Consistent, Clear, Good Picture Delivers the Great Ft. Worth-Dallas Market

From Waxahachie, Texas—37 air line miles from the WBAP-TV transmitter—comes this letter from Mr. Eldon Berry of 601 Dunn Street. "We seldom change the dial on our television set," Mr. Berry writes. "It stays on WBAP-TV's Channel 5 most of the time. Not only because my wife and I and our two youngsters, Pat and Pam, enjoy the programs so much, but because WBAP-TV can always be depended on for consistently clear pictures." Mr. Berry, an automobile dealer in Waxahachie, goes on to say: "We have noticed something else too—since we've had our television set, its influence on our buying habits has been tremendous. The many fine brands of merchandise we see on television just seem to pop in mind when we're shopping."

With a *Hooper of 63.5 for the afternoon shows, and with evening programs featuring top NBC and ABC stars, is it any wonder the Berry family and thousands of other prosperous families prefer WBAP-TV?

WBAP-TV goes into the home of the Eldon Berry family in Waxahachie, Texas, 37 miles out. More fine potential buyers in the prosperous Ft. Worth-Dallas Market.

Sixteen wealthy counties in the Fort Worth-Dallas area are COVERED by WBAP-TV. The South's No. 1 market! The leader over Houston and New Orleans in that order! You can get it where the buying power is tops. Just contact the station direct or ask your Free & Peters man for complete coverage details.

*Dallas-Fort Worth Television Audience Index Feb.-Mar. 1951

DON'T BE SPOTTY
WITH YOUR SPOTS
∴ . REACH

ALL ALL ALL

The Fabulously Rich
Fort Worth-Dallas
Market

Waxahachie, another city in the series of great market *plus* delivered by WBAP-TV.

WBAP-TV
CHANNEL

STAR-TELEGRAM STATION • **FREE & PETERS INC.** *Exclusive National Representatives* • **AMON CARTER,** *President* **GEORGE CRANSTON,** *Manager*
FORT WORTH, TEXAS **HAROLD HOUGH,** *Director* **ROY BACUS,** *Commercial Mgr.*

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JUNE 11, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

FCC REPLY DELAYED

May Study Johnson Letter Today

By LARRY CHRISTOPHER

NO COMMENT had issued from FCC by late Thursday on Sen. Edwin C. Johnson's (D-Col.) letter of Monday to Chairman Wayne Coy questioning legality of fixed allocations by rule-making, but the Commission is expected to discuss the matter today (June 11) and reply promptly.

The letter from the chairman of the Senate Interstate and Foreign Commerce Committee, which originates radio legislation, indicated that while Sen. Johnson continues to be vitally interested in promptly lifting the TV freeze, he also has become very concerned with the legal dispute over the fixed TV allocation plan, opposed by the Federal Communications Bar Assn.

"I am not a lawyer and do not propose to pass upon the merits of the legal principles involved in the contentions of the Bar Assn.," Sen. Johnson wrote, "but, I would be less than frank if I did not indicate that I am impressed by the force and logic of their arguments."

Sen. Johnson asked FCC to give immediate consideration to the legal issue as urged by FCBA in order to save needless waste of time and energy and to prevent further delay in lifting of the freeze.

FCBA fortnight ago renewed its request for oral argument prior to commencement of the hearing on city-by-city allocation proposals, set July 9, but FCC indicated earlier it would not hear the issue until after completion of the city-by-city hearing, which may run two to nine months according to current estimates.

Color, Freeze Issues

Aside from Sen. Johnson's letter, the Commission has two other important matters on its TV agenda this week. These are further consideration of its proposal for a partial lifting of the TV freeze and the renewed activity in the color television field, initiated by the report of the Ad Hoc Committee of the National Television System Committee [BROADCASTING • TELECASTING, June 4] (also see color story this page).

It presently appears FCC may modify its early proposal and decline opening of the UHF band to new station grants in certain areas because the UHF allocation is so intermixed with VHF. But the Commission is expected to proceed as soon as possible to granting new VHF outlets in the U. S. territories and to granting of improved facilities to certain existing VHF outlets in the U. S. [BROADCASTING • TELECASTING, May 28].

Meanwhile, replies began to trickle into FCC last week in opposition to initial comments filed earlier on the new TV allocation plan. But the bulk of the replies are expected to be filed today, June 11, the final deadline.

Other new developments:

- Requests for substituiton of UHF channels for VHF channels are contained in amendments filed to pending TV applications of WHK Cleveland, WIBX Utica, N. Y., WSBA York, Pa., and Home News Pub. Co., New Brunswick, N. J.
- Color TV will be aired by WHK's proposed outlet, "as soon as standards for color television have been approved finally, and equipment is available."
- Initial application for new station in UHF was filed by WEXL Royal Oak, Mich.

United Broadcasting Co., WHK licensee, amended its pending bid for VHF Channel 7 to request in lieu thereof UHF Channel 19 with effective radiated power of 96 kw visual, 48 kw aural. FCC's revised allocation proposal would put Channel 19 in that city.

The proposed UHF station would cost $567,678 to build, WHK stated, and $270,000 to operate the first year. Initial revenue of $100,000 was estimated. RCA 5-kw equipment is planned to be used, with antenna gain of 24.

Coverage Estimates

WHK estimated the UHF outlet's Grade A contour would cover 615 sq. mi. and a population of 1,423,885; Grade B contour, 2,630 sq. mi. and 2,141,288 population.

WSBA, whose pending bid seeks VHF Channel 8, requests UHF Channel 43 with ERP of 70 kw visual, 35 kw aural. RCA 5 kw transmitter also is contemplated. Grade A contour is estimated to include 1,740 sq. mi. and population of 502,332; Grade B, 4,210 sq. mi., 770,482 population. Construction cost of the WSBA UHF outlet is estimated at $244,500, with monthly operating cost set at $9,500 and revenue $5,000. FCC's new TV plan allocates Channels 43 and 49 to York.

Channel 3 bid of WIBX was revised to request UHF Channel 19, with ERP of 88.7 kw visual, 44.35 kw aural. General Electric transmitter and antenna (20 gain) are proposed to be employed. WIBX estimated its Grade A service area would include population of 290,526 and its Grade B service area population of 379,079. Antenna height above average terrain would be 680 ft. The Utica-Rome proproposal includes Channel 19.

Home News Pub. Co., which has experimented in UHF locally, amends its Channel 8 application to request UHF Channel 47. RCA equipment is planned, with ERP

(Continued on page 74)

COLOR CONTROVERSY

GE Reveals Test Plan

SPARKS continued to fly last week in the color controversy as General Electric Co. Thursday revealed its plan to begin "as soon as possible" experimental color broadcasting with the system offered by the Ad Hoc Committee of the National Television System Committee.

On the other hand, CBS made further preparation for commencement of commercial colorcasting June 25, viewing the "composite" system of the NTSC committee [BROADCASTING • TELECASTING, June 4] as an attempt to stall acceptance of the Columbia system.

GE's Thursday statement by Dr. W. R. G. Baker, vice president and general manager, who also is serving as chairman of NTSC, was made to a meeting of television engineering consultants in Washington. The experimental telecasts will be made from the company's Electronics Laboratory at Electronics Park, Syracuse, he said, and will consist of still pictures at first. Development and construction of additional studio equipment will permit live color programs at a later date, it was added.

"We are modifying our laboratory and studio equipment," Dr. Baker stated, "which we have been using to test other systems to permit transmission on a standard television broadcast channel."

Still colorcasts will be received on present receivers in black and white in the Syracuse area, he stated, saying that GE will construct a limited number of test sets to receive the broadcasts in color.

Other manufacturers last week also indicated plans for field-testing the composite system "within a relatively short time."

'Composite' System

The "composite" system was described as being based on RCA's compatible color technique but incorporating suggestions advanced by various other companies. The "improvements," a spokesman said, have all been laboratory tested and some have been field tested. What remains, he said, is to get agreement on "some of the numbers to be used, such as the exact frequency of the color sub-carrier," and similar details.

CBS, however, branded the composite system "a desperate attempt to offer another paper system" as a barrier to acceptance of the Columbia method. CBS Vice President Adrian Murphy said it was either the rival RCA system in another guise, or that it meant RCA has "ditched" its method.

Columbia, he reported, is planning to initiate commercial colorcasts on Monday, June 25; will start with about five hours of color programming a week on WCBS-TV New York and increase gradually, and hopes to have both advertisers and a network of color stations lined up from the beginning.

RCA, which is one of the companies represented on the engineering group at work on the composite system, meanwhile said the Ad Hoc Committee's report, filed with FCC a short time ago, "reaffirms that compatibility is the essential basis of any sound color TV system."

Striking out anew at the CBS system's lack of compatibility, the RCA statement said "no system which is unable to get along with the existing black-and-white service will serve the public interest."

It said the color committee's recommendations for compatibility, high definition, and use of a subcarrier to add color to the black-and-white signal are all met by RCA's system.

Charles J. Hirsch, chief engineer of the research division of Hazel-

(Continued on page 78)

Telefile: WHAM-TV

Rochester's Pioneer Outlet Marks Its Second Year

"BEING 'first' with television in Rochester seemed to us a perfectly logical development," William Fay, vice president of Stromberg-Carlson, the parent firm, and general manager of WHAM-TV Rochester, N. Y., says.

"We have the oldest AM station in Rochester and we were first with FM. Why not pioneer in TV also?"

As a television pioneer, WHAM-TV today celebrates its second anniversary, also as a leader in the industry.

Since the WHAM-TV call letters focused on Rochester's telesets—the station's debut was June 11, 1949—the outlet has mounted an enviable record in a field where rising costs compete with the good-service credo. Nine months after its opening, the station was operating at a profit and continues to do so.

Mr. Fay, looking back on two years of operational growth and development, reflects: "The next TV station to appear in Rochester will miss most of our early headaches, but it'll miss most of the fun we had, too. Being in a one-station market is a mixed blessing, as everybody knows. Yet, I wouldn't trade the satisfaction of launching TV here, despite the worries of finance, programming and staff reorganization."

All three of these facets in WHAM-TV's operation are being handled in the most direct and, incidentally, most effective way.

For example, Robert C. Tait, president of Stromberg-Carlson Co., jolted stockholders a year ago when he announced the black side of the ledger, as previously mentioned.

Another illustration is staffing. WHAM-TV, the video companion of WHAM-AM-FM, drew from its radio experienced executives for a double combination of youth and experience.

Experienced Young Men Guide WHAM-TV

As Mr. Fay puts it: "Where we're fortunate is in having very experienced department heads who are old-timers in broadcasting and yet still young in years."

Charles Siverson, program director, is 43 and a veteran of 21 years at WHAM; John W. Kennedy Jr., sales manager and administrative assistant to Mr. Fay, is 47, with 25 years experience; Kenneth Gardner, director of engineering, is 44 and now in his 25th year at WHAM; George Driscoll, 41, and Alfred Balling, 49, transmitter supervisor, have each compiled 22 years service at the station. Mr. Driscoll is the only member to have shifted entirely into television as supervisor of TV studio engineering, but the others maintain dual responsibilities in both AM and TV, except for the sales department which is split.

In this department, Arthur W. Kelly is assistant sales manager for AM and Truman Brizee, assistant sales manager for TV.

Both radio and television promotion are headed by Armin Bender; announcing and sports staffs by Bob Turner; the news bureau by David E. Kessler. Gene Zacher, WHAM music director, is an assistant TV producer and aide to Mr. Siverson. Syl Novelli, WHAM producer, also is director of the TV sales service. John Crosby, formerly manager of RCA Exhibition Hall, is executive producer.

In programming, Mr. Fay at the outset decided to operate seven days a week, using local live originations and network service. To achieve this, the station had to acquire costly studio equipment and also invest in a mobile TV unit.

Acquisition of network service also called for capital outlay because when the station went on the air, the AT&T connection terminated at Buffalo, 70 air miles away. This problem was solved by construction of an air relay booster mid-way between Buffalo and Rochester, taking programs direct from WBEN-TV Buffalo's transmitter. The arrangement continued six months until AT&T put up its own microwave relay between the two cities and tied Rochester in to the coaxial cable from Cleveland and Erie.

WBEN-TV's help in those early days kindles a spark of gratitude in Mr. Fay, who points out that not only was his station able to obtain certain network programs but also a number of sponsored WBEN-TV originations "which brought us both programming and badly needed revenue. All along the line, the help from WBEN-TV placed us greatly in their debt."

* * *

EXECUTIVE brain trust of WHAM-TV, in addition to Mr. Fay, includes (top to bottom): John W. Kennedy Jr., general sales manager; John Crosby, executive producer; Kenneth Gardner, director of engineering; George S. Driscoll, supervisor of studio engineering; Charles W. Siverson, program director ➤

* * *

WHAM-TV's program schedule has increased from an average 36½ hours per week during the first month's operation to 78½ hours per week at present. It programs 11 a.m. to midnight, Saturday and Sunday, and 1:30 p.m. to midnight, Monday through Friday. It is affiliated with all four networks.

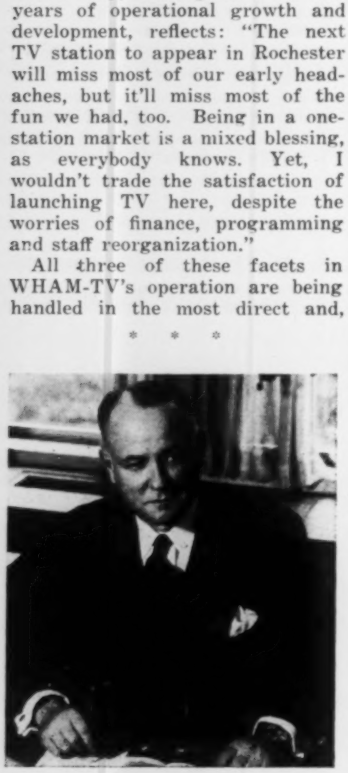
Programming Stresses Educational Productions

In assuming its responsibilities as a leading television station, WHAM-TV has been developing toward a more "aggressive" policy. An essential part of this policy is emphasis on educational, public service productions.

Several months ago, the station cleared all commercial commitments

(Continued on page 80)

* * *



Mr. FAY

LOUIS - SAVOLD FIGHT

Theatres Outbid TV

THEATRE television shook an ungloved commercial fist in the face of broadcast TV last week by outbidding the broadcast interests for exclusive rights to the Joe Louis-Lee Savold heavyweight boxing bout while planning to carry a series of other matches to be staged this summer.

The box-office results of the Louis-Savold fight, to be held Wednesday night with at least a six-city theatre network already lined up to receive the telecasts by coaxial cable, will give broadcasters their best chance thus far to measure theatre television as a potential commercial rival.

The deal for exclusive rights was swung by a group of theatre companies including United Paramount (now in process of merger with ABC), Fabian, Loew's, and RKO after the managers of the two fighters turned down the best offers of prospective broadcast sponsors.

Though terms of the contract were not disclosed, it was known the managers had insisted upon $100,000 for broadcast rights and reportedly had turned down an offer of "$60,000 or $65,000." The theatre group was believed to have approximated the $100,000 demand, perhaps with a box office percentage factor involved.

Nathan L. Halpern, representing the motion picture group, said a series of major outdoor fights would be theatre-telecast this summer, but there were no indications that contracts had yet been signed for any but the Louis-Savold bout. That contract is with the International Boxing Club, which arranged the fight, but in all such cases the approval of the fighters must be obtained.

IBC, meanwhile, cracked down on the telecasting of outdoor fights in New York, with the results that Pabst Sales Inc., which has been carrying IBC fights on CBS-TV on Wednesday nights, was planning in the future to substitute films of previous bouts whenever live matches were not available in other cities.

Seven theatres in six cities had been scheduled by late last Thursday to carry the Louis-Savold match, and spokesmen for the theatre group were hopeful that clearances could be obtained for the addition, at least for subsequent fights, of four other cities which have theatre TV installations.

Both theatre and International Boxing Club officials looked hopefully upon theatre television as a means of offsetting the loss of box office which has attended many recent telecast fights. As a further safeguard, theatres in the area of New York, where the bout will be staged, will not carry the Louis-Savold contest.

James D. Morris, president of IBC, took the view that "the potentials of theatre television are large for major sports attractions, while holding forth the assurance of maintaining the sports structure itself."

Test Interest High

He said IBC "is looking forward with keen interest to the testing of theatre television in the Louis-Savold and other major fights," which he said "will mark the historical first network of theatre television."

Representatives of the theatre group estimated that various theatres have placed orders which will assure upwards of 100 TV-equipped theatres by next year.

Those already scheduled to carry the Louis-Savold fight—with seating capacities reportedly ranging from 1,600 to around 4,000 each—are:

The RKO Keith's in Washington, Loew's Century in Baltimore, the Palace in Albany, the RKO Palace in Cleveland, Balaban & Katz' Tivoli and State Lake in Chicago, and the Shea Fulton in Pittsburgh. Other cities with theatre-TV installations, they said, include Minneapolis, Boston, Detroit, and Binghamton.

Whether the theatres would hike their prices for fight-night tickets appeared a moot question late last week. The FCC, which still classified theatre TV as an experimental operation but has called hearings looking toward a possible commercialization, reported that the theatres' prices were their own affair.

UHF TUNER SHOWN

By Standard Coil

STANDARD COIL PRODUCTS Co., Chicago, said to be the supplier of nearly 40% of the front antennas in home TV sets, demonstrated its system of UHF conversion last week at Bridgeport, Conn. VHF tuning coil channel segments can be replaced with UHF segments in the home in about 10 minutes, it was estimated, at a cost of about $10 per strip.

Edwin Thias, Standard Coil vice president in charge of engineering, demonstrated the device and its ease of installation. Comparison tests were made with other make converters on standard brand receivers. UHF signals from RCA-NBC's KC2XAK Bridgeport were used.

About 60 receiver manufacturers are using the Standard Coil tuner. FCC was represented at the showing by E. W. Chapin, chief of the Commission's Laurel, Md., laboratory.

TOA PLAN HIT

TV Threat Seen

PROPOSAL by Theatre Owners of America to telecast major events would take away from television the entertainment that is today the backbone of television programming and monopolize it for theatres only, Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, wrote last week in a letter to Frank Stanton, CBS president.

Theatres need no FCC grants to provide this service, he said, adding that Zenith has carried on a lone crusade "for the building and preservation of our television industry through Phonevision." He pointed out that 90% of American theatres in metropolitan areas are within two miles of a telephone exchange and can get lines for $80 per month per mile.

With no box offices, broadcasters and advertisers can be outbid by theatres in seeking rights for major national events, he said.

An official of Skiatron Electronics & Television Corp., which has developed the "Subscriber-Vision" system of home box-office TV, was reported in agreement with Comdr. McDonald.

Skiatron President Arthur Levy also said that Brig. Gen. Telford Taylor, special counsel for Skiatron, had been conferring with FCC officials on the possibility of setting up a public test of Subscriber-Vision in New York, similar to Zenith's tests in Chicago.

Mr. Levy said Tom Hamilton, of the NCAA TV Committee, had assured him at least one metropolitan area football game would be made available to Subscriber-Vision if FCC approves the tests.

THEATRE GROSS

Balaban Weighs TV Effect

"THE '$64' dollar question in the public mind about our industry today is the effect of television on motion pictures," Barney Balaban, Paramount Pictures Corp. president, reported to the annual stockholders meeting June 5, after setting forth estimated earnings for the first quarter of 1951.

Earnings for the quarter ending March 31, after taxes, were estimated to be $1,411,000, not including Paramount's net interest in "combined undistributed earnings for the quarter of partially owned non-consolidated companies, principally Allen B. DuMont Labs," he said.

Comparable earnings for 1950 were estimated at $1,441,000, not including $597,000 of such undistributed earnings of partially-owned subsidiaries, according to the statement.

Referring to television, Mr. Balaban said that "at our last annual meeting, I told you that television was bound to exert a far-reaching influence on our business, even though comparative studies up to that time had failed to indicate any direct relationship between the rise of television and the decline in our business.

"It is now clear," he continued, "that television has had its unmistakable affect upon our grosses, particularly in those areas of high television concentration such as New York, Chicago, Detroit and Los Angeles. It has been a definite factor in the decline—but only a contributing factor. I have no doubt that the changing economy of our country from wartime to peacetime was the principal factor.

"There is a third element," he went on, "which we, in this business, know to have been of considerable influence. As a result of regulation arising from anti-trust litigation, traditional releasing schedules have been disrupted. This has upset the habits of movie goers and seriously affected box office receipts.

Greater Effects Seen

"With the further expansion of television," Mr. Balaban said, "we can expect its increasing influence on our business." Citing Paramount's long recognition of the possibility of "beneficial inter-relationship" between film industry and television, he pointed out that the company's original investment in DuMont Labs now gives it a "substantial and profitable stake in the television field."

The "showmanship and know-how" applied by Paramount in films could be equally effective in TV, he continued. "Our television broadcasting station KTLA in Los Angeles, has fully demonstrated the successful application of these principles to television broadcasting," Mr. Balaban said.

Referring to Paramount's acquisition of a 50% interest in Chromatic Television Labs Inc. [BROADCASTING • TELECASTING, June 4], Mr. Balaban said he was "happy to report that marked progress has been made since my last statement to you on the subject."

He also noted that in the past week Paramount had bought a 50% interest in International Telemeter Corp., "which . . . holds patents on what we believe to be a promising device for subscription television. Our investment in this company was prompted by the belief that there is a potential market for subscription television. . . . We believe that it (Telemeter's box-office device) holds possibilities for allowing the sports stadium, the motion picture theatre, the university and the broadcasting station to bring into the home culture and entertainment which would not otherwise be available. . . .

"Our Canadian subsidiary, Famous Players, has applied for telecasting licenses in Canada and intends to pursue every opportunity to take part in the development of television in that country," he said.

how to buy television . . .

This is strictly on the level. It's strictly a matter of rate-card quotations. It's strictly for Spot *program* advertisers.

In television, *Spot program* advertisers enjoy special rate advantages. They pay a lower rate—for the same time . . . on the same stations.

How much lower? As much as 19% lower than the rate for the inter-connected group of one of the major networks. Or, if you'd like to look at it the other way, network rates for that group of stations are 23% higher than the Spot advertising rates.

What's more, as a *Spot program* advertiser, you're a more profitable customer to the station. Despite the lower rates, stations net more from a time period sold for a *Spot program* than for a network program.

THE KATZ AGENCY,

NEW YORK • CHICAGO • DETROIT • LOS ANGELES

. at savings up to 19%!

They clear time more readily . . . cooperate wholeheartedly.

And to top it off, you have a completely free choice of markets as a *Spot program* advertiser. You're not confronted with any minimum station requirements. There are no "must" stations you have to use. With a *Spot program* campaign, you build your own coverage pattern to match your specific marketing problem.

That's why we say that if you're planning any television advertising, you should get the full *Spot program* story. You can get that story from any Katz representative. Ask him for the facts and figures. Ask him for "case histories." You'll see for yourself that in television . . .

you can do better with Spot. Much better.

INC. *Station Representatives*

SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

Everyone Picks

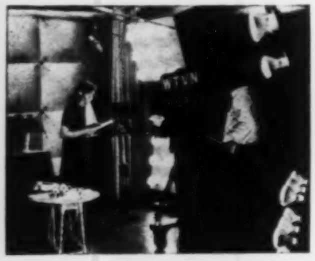
★WTVN

Channel 6

COLUMBUS, OHIO

WTVN
COLUMBUS, OHIO
Channel 6

THE SPORTS PICTURE, with BILL BROWN features authoritative reports and comments never missed by sports - minded Central Ohioans. Nightly interviews, with plenty of visual punch, rate this quarter hour as tops. Mail response from over 50 communities PLUS the rich Columbus market means AUDIENCE, and AUDIENCE means SALES. 5:45 PM Monday through Friday.



TEA TIME with BETTY PARKER suits Central Ohio homemakers to a "T". This informally, powerful half-hour is entertaining, informative, yet a snappy show. A new and different approach to a sure-fire woman's audience. 2:15 PM, Mon. Wed. Fri.

IN SELLING POWER

in the Rich Central Ohio District

Edward Lamb, President

Headley-Reed, National Reps.

ABC-DuMONT Networks

KFI-TV SALE

General Tire & Rubber Co. Buys for $2.5 Million

SALE of KFI-TV Los Angeles to General Tire & Rubber Co. for $2,500,000 was consummated last Friday, subject to FCC approval. Final agreement was reached after weeklong conferences between Earle C. Anthony, head of the licensee Earle C. Anthony Inc.; Thomas F. O'Neil, General Tire & Rubber, vice president and director; Louis G. Caldwell, of the law firm of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pierson, Pierson & Ball (for purchaser):

Negotiations were for the non-network TV property only and Mr. Anthony will retain KFI, which he pioneered in 1922. KFI—50 kw clear channel outlet on 640 kc—is NBC affiliate for Los Angeles.

Personnel plans were not divulged. George A. Whitney is general manager of both the radio and television stations.

The transaction for the three-year-old KFI-TV on Channel 9 is regarded as a springboard on which Mutual Broadcasting System can enter the national television network field. General Tire & Rubber Co. owns the Yankee Network which, in turn, controls a major portion of Mutual stock. A rundown of TV station licensees and applicants shows these holdings of MBS' stockholders:

General Teleradio Inc. (Bamberger) owns WOR-TV New York.

The Chicago *Tribune* through WGN Inc., has WGN-TV Chicago.

Yankee Network operates and owns WNAC-TV Boston; has applied for TV in Bridgeport, Conn., and Springfield, Mass.

Don Lee Broadcasting System, acquired last year by General Tire & Rubber, has Channel 2 reserved in San Francisco. Reservation was made in view of the then-undetermined status of Don Lee stations' renewals. However, when Don Lee renewals were finally granted, the TV freeze was in effect.

WIP Philadelphia, owned by the Gimbel family, holder of MBS stock, also is seeking television facilities in that city.

Among difficulties that have beset KFI-TV has been the labor problem. The outlet currently is struck by Television Authority, which has negotiated contracts with six other area stations.

Mutual's desire to get into the national TV field along the line of the MBS radio network plan has been expressed. In the spring of 1950, President Frank White announced, following a board meeting, that MBS key TV stations would be available to its network advertisers wishing to telecast programs [BROADCASTING • TELECASTING, April 24, 1950].

This gave rise to reports that MBS was looking to ultimate TV network operations when more television stations were available. That sentiment also was attributed to J. R. Poppele, Mutual board member and WOR vice president and chief engineer, during the course of the FCC's hearing on intercity television facilities in the late spring of 1950.

UAW-CIO BID

Seeks UHF Channel in Detroit

PLANS of the United Auto Workers-CIO to seek a UHF channel in the Detroit area were announced last week by President Walter P. Reuther, who said that in the meantime UAW-CIO will sponsor a weekly documentary on WWJ-TV there beginning June 19.

The union plans to extend its work in television into other areas but is initiating it in Detroit, which has the greatest concentration of UAW-CIO members, Mr. Reuther said.

The UAW International Executive Board, which approved the plans for a TV application, also voted to recommend that the UAW-CIO Broadcasting Corp. of Ohio, which the union controls, suspend operation of its WCUO-FM Cleveland.

Much of WCUO-FM's coverage area is also served by the union's WDET-FM Detroit, Mr. Reuther said, with the result that the International Executive Board concluded that concentration on TV would be more effective. WDET-FM will continue in operation, he said.

UAW-CIO, through a broadcasting subsidiary, has long sought an AM station in the Detroit area. The channel to be sought in the TV application was not identified. UAW spokesmen said the TV operation would be non-profit and the union was prepared to carry the station on a non-commercial basis if necessary.

The documentary to be sponsored on WWJ-TV, Mr. Reuther said, will be a 15-minute Tuesday feature, and will be produced by Guy Nunn, UAW commentator. The contract, for 52 weeks, was signed through Luckoff, Wayburn & Frankel, Detroit.

'COLORVISION' SETS

Air King Announces Full Production Plans

NEW Air King "Colorvision" TV receiver, which switches from standard black-and-white to CBS color reception with the turning of a knob, will command the company's entire production facilities "within a few months," D. H. Cogan, Air King Products president, said at the set's first demonstration, held in Brooklyn last week.

Deliveries in "late summer or early fall" are scheduled for a $499 deluxe console and a $399 open-faced console model, both with effective 12½-inch screens, with lower-priced versions to come later, it was announced.

The cost of additional components to add color to black-and-white receivers will "dwindle to the vanishing point" with mass production, Mr. Cogan said. "Perhaps $1.50 in extra materials are used," he asserted.

Tri-Color Tube

CBS is in the process of acquiring Hytron Radio & Electronics Corp., of which Air King is a subsidiary. When the merger is effected, the receiver will be known as "CBS Columbia Colorvision," it was announced.

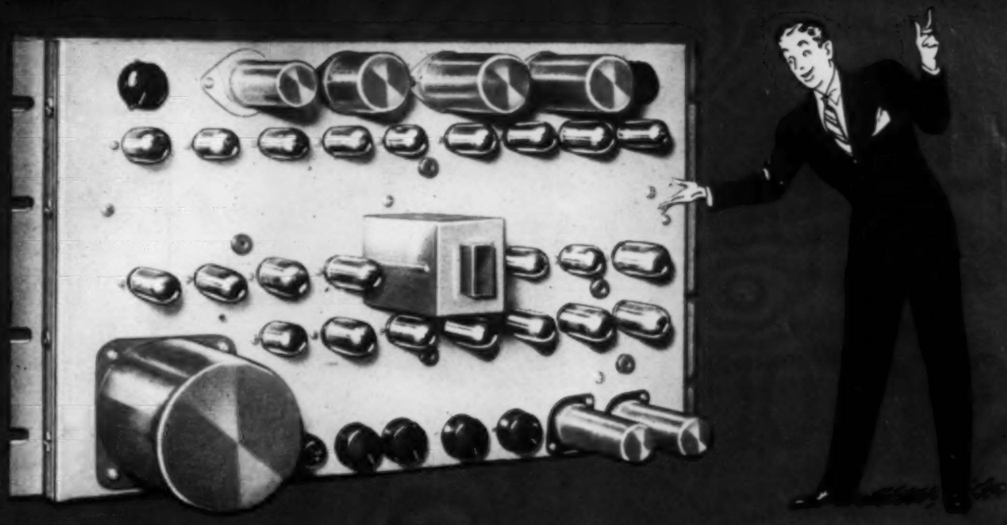
A tri-color tube is under development by the parent company, Hytron Radio & Electronics Corp., Mr. Cogan continued. "Whenever a practical, economical tri-color tube is able to be produced in mass quantity, it can be used very simply in receivers for the CBS system. The only doubt is how long it will take to get the tube into mass production.

"We do not have nearly enough information," he emphasized, "to predict how long it will take to get into quantity production on a practical, economical tri-color tube that will have not only high definition and color fidelity but also satisfactory stability, tube life and ruggedness to withstand normal shopping and home conditions. There are many questions to be answered.

The new receiver is 36⅛ inches high, 32 inches across and 22-11/16 inches deep. It contains 27 tubes, including rectifiers and a 10-inch picture tube, which replaces the 12½-inch tube and permits a smaller cabinet and color disc. The picture is magnified to an effective 12½-inch screen size.

According to I. Melmen, Air King engineer in charge of color TV research and development, the only components required in addition to those of black-and-white receivers are three vacuum tubes. "It is essentially trouble-free and the present retailers and servicemen would not have any more difficulty servicing this receiver than any present monochrome receiver," he said.

Mr. Melmen said that under development also are "color converters . . . which will be adaptable and can be used with the majority of monochrome receivers on the market today. If any of the television manufacturers have included color sockets in their sets our converter can be plugged in any one of these and will receive color signals."



STABILIZING AMPLIFIER

For a better picture—now you can minimize jitter, roll, tearing, humbars!

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Performance chart—you check the difference!

CHARACTERISTIC	G-E TV-16-B	MANUFACTURER A	MANUFACTURER B
Fidelity response	Uniform to 7 mc	Uniform to 7 mc	Uniform to 5.5 mc
Output level adjustment	Yes	No	No
Feedback Output Stage	Yes	No	No
Direct Monitoring of Output Signals	Yes	No	No
Local Blanking Input (with sync lock)	Yes	No	No
Video "Clip-Fade"	Yes, remote control	No	No
White Clipper	Yes	No	No
Bridging Input Level Control	Yes	No	No

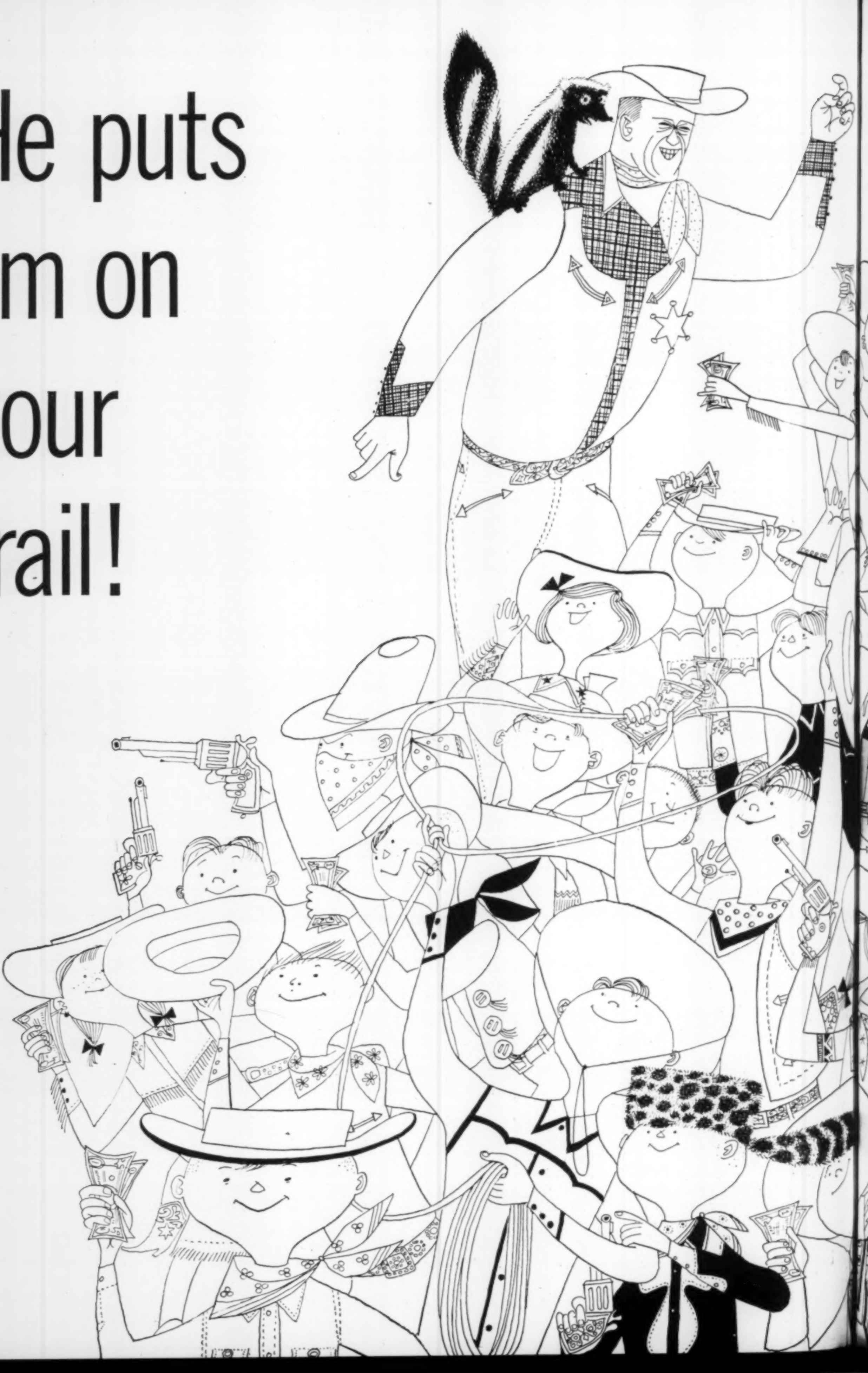
Your G-E broadcast representative . . .

. . . is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write *General Electric Company, Section 261-11, Electronics Park, Syracuse, N. Y.*

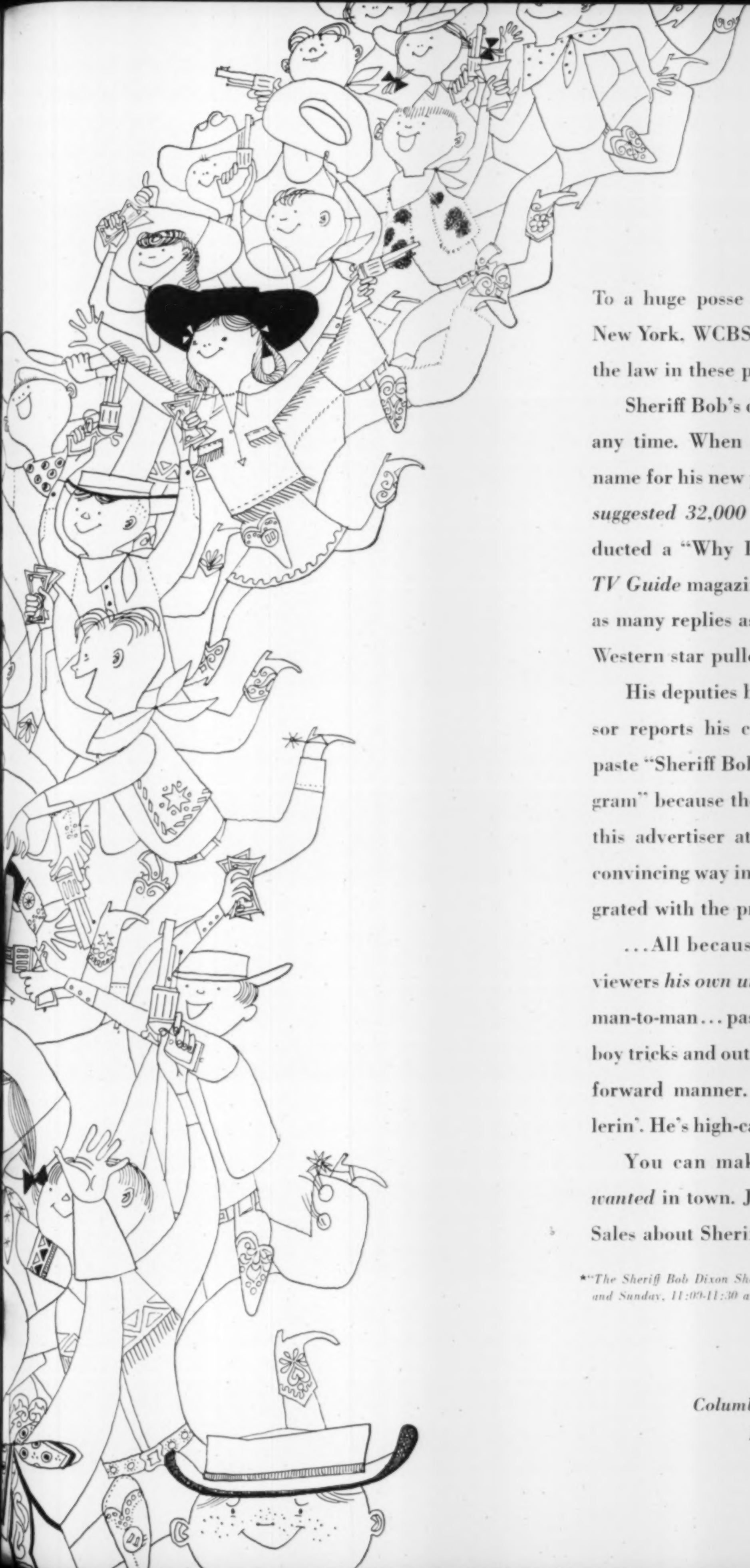
You can put your confidence in—

GENERAL ELECTRIC

He puts 'em on your trail!



XUM



To a huge posse of television youngsters in New York, WCBS-TV's Sheriff Bob Dixon* is the law in these parts. What he says *goes.*

Sheriff Bob's deputies are ready for action any time. When he mentioned he wanted a name for his new pet skunk, for instance, *they suggested 32,000 names!* And when he conducted a "Why I Like the West" contest in *TV Guide* magazine, they gave him *four times* as many replies as a long-established *network* Western star pulled in a similar contest.

His deputies bring in *sales,* too. One sponsor reports his customers ask for the tooth paste "Sheriff Bob Dixon mentions on his program" because their children demand it. And this advertiser attributes his success to "the convincing way in which commercials are integrated with the program."

...All because Sheriff Bob handles his viewers *his own unique way.* He talks to them, man-to-man... passes on Western stories, cowboy tricks and outdoor tips in an easy, straightforward manner. With no shootin' and hollerin'. He's high-caliber, *but not high pressure.*

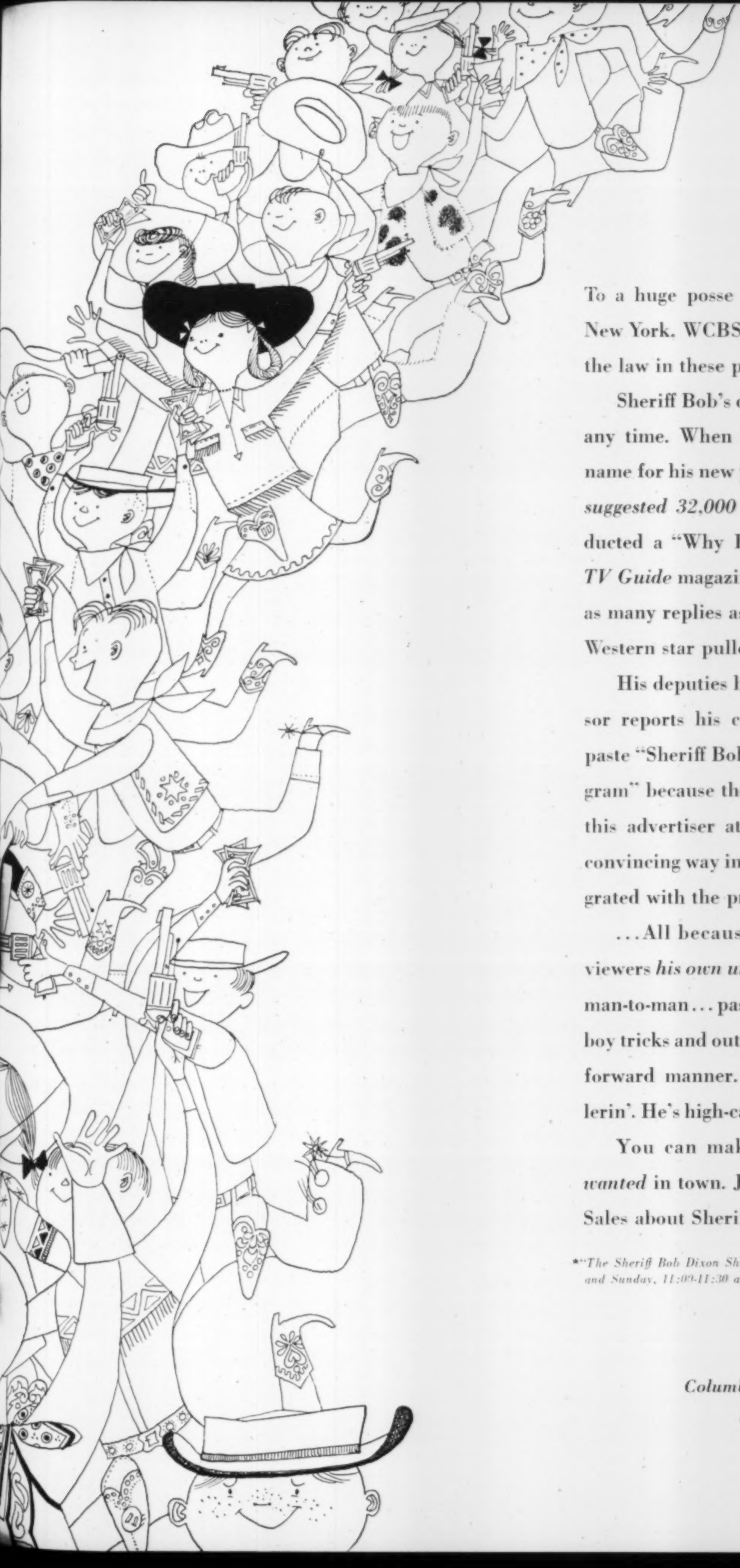
You can make *your* product the *most wanted* in town. Just ask WCBS-TV or Radio Sales about Sheriff Bob Dixon today.

"The Sheriff Bob Dixon Show," Monday through Friday, 5:15-6:00 p.m., and Sunday, 11:00-11:30 a.m.

WCBS-TV *Channel 2*

Columbia Owned • New York
Represented by Radio Sales

He puts 'em on your trail!



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WCBS-TV *Channel 2*

Columbia Owned • New York
Represented by Radio Sales

FCC Reply Delayed

(Continued from page 65)

of 14.4 kw visual, 7.4 kw aural. Channel 47 has been allocated there in FCC's new plan.

Royal Oak Broadcasting Co., licensee of WEXL, filed a new station application for UHF Channel 62, proposed by FCC to be allocated to nearby Detroit. Station requests ERP of 73 kw visual, 36.5 kw aural, with antenna height above average terrain 444 ft.

Estimated cost of the UHF outlet was given as $194,000, with first year operating cost cited as $96,000. Potential revenue was given as "unknown." The outlet's Grade A service area would include a population of 2,542,598, FCC was told, with Grade B including population of 2,552,773.

Several new VHF applications also have been filed (See FCC ROUNDUP, page 96).

Among those to file replies early to initial comments on the Commission's new plan, announced in late March [BROADCASTING • TELECASTING, March 26 et seq.], WKAT Miami Beach reiterated its contention that a VHF channel can be added there without violating FCC standards. WKAT asks addition of Channel 9, which conflicts with request for Channel 9 at Fort Lauderdale by WFTL there.

Also in the Miami area, but from an educational interest, the Dade County Board of Public Instruction, comes opposition to the proposal of Fort Industry Co.'s WGBS Miami that the reservation on Channel 2 be lifted so the facility may be commercially available.

The school board said it earlier by formal means had "vigorously and officially declared intent to use Channel 2 for educational television in the very near future." FCC was told a survey has been made "and an application for a license to construct and operate a television broadcasting station over Channel 2 . . . is now in the process of being prepared and will be submitted in the immediate future for approval."

At a special meeting of the board on May 23 the group "unanimously directed the inclusion in the budget of sufficient funds to adequately finance the proposed work for television. . . .

Cowles' KRNT Des Moines opposed proposal of KSTT Davenport to move Channel 2 from Iowa City to Atalissa and switch Channel 11 from Des Moines to Iowa City. KRNT argued Atalissa would receive more Grade A services than Des Moines without the added channel, but has smaller population.

Toledo Blade Co. Files

Toledo Blade Co., Toledo, filed opposition to proposal of Wayne U. and Detroit Board of Education that Channel 11 be removed from Toledo to Detroit and reserved for educational use. The newspaper firm said "such a proposal is an ill-considered assault on the principles of fair allocation and good public service."

U. of Kansas at Lawrence filed opposition to plan of Kansas City stations KMBC, KCMO and WHB whereby Channel 11, now reserved at Lawrence, would be assigned commercially to Kansas City and UHF Channel 64 reserved as substitution.

The school said it "objects strenuously" to UHF substitution on grounds the UHF is still experimental and there is no set circulation. The U. of Kansas further argued:

> The Board of Regents . . . has authorized the University to apply for a license to operate a noncommercial educational television station. Engineering surveys have been prepared and the University is now ready to file application with the FCC for Channel 11. It is the intention of the University to begin television broadcasting as soon as practicable.

KHMO Hannibal, Mo., filed opposition to proposal of KOKX Keokuk, Iowa, to add Channel 10 at Keokuk by switching Channel 7 from Hannibal to Quincy, Ill., and removing Quincy's Channel 10 to Keokuk.

East Texas Television Co., TV applicant at Longview, contended its suggested modification is not as radical and better than that offered by KFRO there. East Texas would remove Channel 9 from Lufkin to Longview, substituting Channel 10, while KFRO would add Channel 12 to Longview, assign Channel 10 to Shreveport in lieu of Channel 12, allocate Channel 5 to Eldorado, Ark., in lieu of Channel 10, and change either UHF Channels 32 and 38 now assigned Longview to either Gilmer or Tatum, Tex.

Sherman Television Co., Sherman, Tex., also opposed KFRO plan, explaining only Channel 12 will work there without affecting other city allocations. Sherman Television asked instead that Channel 9 be removed from Lufkin and assigned to Longview. Channel 10 would be substituted at Lufkin.

McAllen Television Co., McAllen, Tex., opposed plan of KRGV Weslaco. KRGV would delete Channel 2 from Monterey, Mexico, and assign it to Weslaco and Saltillo, Mexico, while removing Channels 4 and 5 from Brownsville, Tex., to Weslaco-Harlingen. McAllen Television, asking for Channel 5 there, commented:

> It would appear that . . . KRGV . . . desires to have at least two and probably three VHF channels for Weslaco. It is pointed out that Weslaco is a small town in Hidalgo County, Tex., and according to the *1950 Texas Almanac*, published by the Dallas *Morning News*, Dallas, Tex., for the past 50 years, is a city of 9,000 people. It is submitted that the removal of two and possibly three VHF channels into Weslaco would monopolize all of the VHF channels in the lower Rio Grande Valley in this small island town.

Text of Sen. Johnson's letter to FCC Chairman Coy follows:

> While I have indicated my anxiety to the Commission on many occasions that the television "freeze" be lifted at the earliest moment possible, I have realized the difficulties inherent in the technical job of allocating channels which this would require. To lift the "freeze" without the absolute assurance of a nationwide, competitive use of channels would be most unfortunate. The Commission's efforts to accomplish a satisfactory allocation of television channels reflects great credit on its good intentions.
>
> However, the Federal Communications Bar Association has again challenged the legality of the procedure followed by the Commission. I am not a lawyer and do not propose to pass upon the merits of the legal principles involved in the contentions of the Bar Association; but, I would be less than frank if I did not indicate that I am impressed by the force and logic of their arguments. The legal points raised by them appear to be of such grave public interest that I, as Chairman of the Committee on Interstate and Foreign Commerce believe it is my duty under the Congressional Reorganization Act to express my views with respect to it.
>
> The Bar Association contends that the proposed rule is based upon an invalid legal assumption; the Bar contends that the Communications Act does not authorize the Commission to adopt a system of block allocations on a geographical basis. Consequently, months of effort by the Commission, its staff, licensees, applicants, consulting engineers and lawyers may be spent for no useful purpose if the Bar Association's position is subsequently sustained by the courts.
>
> My position throughout with respect to speeding nationwide utilization of television makes it clear that I would not be a party to any move that would continue the "freeze" for one additional day. Nevertheless, it must be obvious that if the Commission now postpones disposition of the Bar Association's objections until after hearings have been completed, only to find then that the Bar's objections are held valid, there would be even greater delay in lifting the "freeze" and the public would be severely penalized. It is clear that the Commission, under its proposed plan, will be unable to grant licenses to all who apply despite the fact that many will be fit, willing and able to operate television stations in communities where such licenses should be granted in the public interest. Under such circumstances, the Commission would appear to be inviting long drawn out litigation and unconscionable delay simply because it failed to follow the law implicity.
>
> As an illustration, I shall now apply the "plan" to a specific situation. The Denver area, having a metropolitan population of 600,000, will have nine applications on file for VHF channels. The Commission has assigned for commercial use in Denver only three channels—2, 4 and 7. I cannot understand under what authority the Commission may dictate that the six disappointed applicants, and there will be six very disappointed applicants, may not immediately apply for channels 13, 11 and 9. No statute authorizes the Commission to prejudge and restrict the Denver people to three VHF channels. As I see the Commission's proposal, it is arbitrary and cannot be justified by the public interest, the basic law or the engineering facts.
>
> If the Commission would immediately consider the legality of its block allocation, and find that it is contrary to the provisions of the Communications Act, as charged by very learned and responsible lawyers, vital time would be saved and the funds and the energies of the government and the applicants would not be wasted. The Commission might discover, after carefull deliberation, that it would be advisable to modify its plan now in such a way as to be consistent with what is alleged to be the statutory requirements. As an example, I am told that if the Commission's plan were merely adopted as a guide or starting point for the development of a fair, efficient and equitable distribution of television service, applicants would have an opportunity to be heard for any channel without the necessity of first going through a rule-making proceeding. Under such a procedure, the plan would not be vulnerable to adverse legal action.
>
> It seems to me that only chaos can follow procedures which are legally doubtful. By persisting in adopting its present plan, the Commission invites all disappointed parties to take their cause to court thereby creating further unpredictable delay in lifting of the "freeze." The rights of an applicant are very specifically set forth in the law. The courts would be prone to protect those rights regardless of the Commission's desire to use a rule-making proceeding to assign channels in blocks.
>
> Television must be made available as soon as possible to the general public in the areas long denied this art through no fault of the people in those areas. Any doubts as to the legality of the Commission's proposal should be settled immediately in order to further this objective. I want it clearly understood that this letter is written, neither to confuse the pending proceeding nor to delay its final disposition, but to speed post-haste the assignment of channels to the applicants fit, willing and able to operate stations in the public interest in the many communities not now being served.
>
> The other day the Supreme Court suggested that the Federal Communications Commission is an expert body created by Congress to deal with technical problems. I subscribe to that concept completely but feel just as firmly that general policy matters remain as always they should—the responsibility of Congress. I plead with the Commission to give careful and immediate consideration to the contentions of the Federal Communications Bar Association in the interest of eliminating confusion all along the line.

upcoming

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

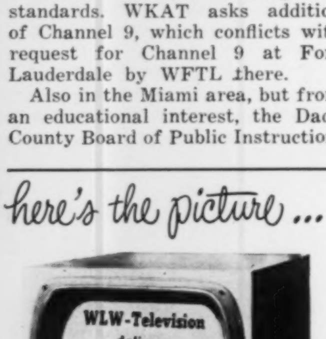
June 11: Deadline for replies to initial comments FCC Revised TV Allocation Plan.

June 12-16: National Assn. of Radio Farm Directors Spring membership meeting, St. Louis and Fayetteville, Ark.

June 15: Hearing on Radio-TV coverage of Congress, Senate Executive Expenditures Committee, Senate Office Bldg., Washington.

June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.

here's the picture ...



For the total week—day and night—the three WLW-Television stations have an average rating of 11.2 as compared to 8.4, the combined average of the leading competitive station in each of the three areas.*

And each individual WLW-Television station has a higher rating for each time segment — morning, afternoon and evening—than its local competitor.

This overall superiority of 33% means that your advertising dollar buys nearly one third more sales impressions on WLW-Television.

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI

WLW-D CHANNEL 5 DAYTON

WLW-C CHANNEL 3 COLUMBUS

First in Ohio's largest TV market

*Videodex April, 1951.

5820
5826
1850
RCA ELECTRON TUBE

The Fountainhead of Modern Tube Development is RCA

The "Eyes" of Modern Television

The extraordinary picture quality your television audience sees is due in great measure to RCA research and engineering in developing pickup tubes for specific TV broadcast services.

The three RCA pickup tubes you see here meet the requirements of modern TV stations. Each tube has features which make it particularly suitable for delivering superior pictures in its special field of service.

For general-purpose use. The RCA-5820 has exceptional sensitivity and ability to handle a wide range of brightness in the scene. It portrays colors in appropriate gradations of gray tones . . . has good resolution capabilities.

For "live" work in the studio. The RCA-5826 with its high sensitivity and improved signal-to-noise ratio is capable of producing excellent picture quality. It portrays colors in the same gray tones as RCA-5820 . . . can be used with low studio light levels...has good resolution capabilities.

For film pickup. The RCA-1850-A has good sensitivity and resolution . . . can handle a wide range of light levels in the same scene. Its cost factor is low.

In addition to pickup tubes, RCA has a complete line of electron tubes for every type of broadcast service. The entire line is available through your local **RCA Tube Distributor.**

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N. J.**

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are
148,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

telestatus

ABC Orders Cable To Miami

(Report 167)

MIAMI probably will be added to the cities receiving TV network programs via AT&T interconnecting facilities some time next year, it was learned last week. Bell System engineers are "studying" the problem of hooking Miami into its intercity TV network, a company spokesman said following receipt of an order for such facilities placed by ABC to provide service for WTVJ (TV) Miami.

Coaxial cable facilities already reach Miami, but the repeaters and other special equipment necessary to make the cable suitable for TV program transmission to date have been installed only as far south as Jacksonville.

Presumably one or more of the coaxial circuits to Miami, now used exclusively for telephone service, will be transferred to TV, providing the necessary apparatus is available and the circuits are not all needed for telephone service, AT&T explained. If the cable circuits are not available for video use, this service might be provided by construction of a radio relay connection between Jacksonville and Miami, but this was considered unlikely.

The present outlook, according to AT&T, is that it will take at least a year and probably longer to complete the task of hooking Miami into the TV network. A somewhat more optimistic view was taken by ABC, whose announcement that it had ordered the facilities said these "are expected to be available early this fall."

Although ABC has placed an order for fulltime use of the TV circuit to Miami, which gives AT&T the impetus to begin working on the interconnection of that city into the TV transmission system, there is almost no chance that ABC will enjoy the exclusive use of this circuit when it is completed. As with all TV connective facilities where fewer than four circuits are available, time on this new link will be apportioned to as many TV networks as desire it.

* * *

New Hofstra Study Set for Showing

RESULTS of the latest Hofstra Study, described by NBC as its "newest and most significant research study of television's unparalleled impact on people and products," will be revealed by the network in a special showing this (Monday) afternoon in New York.

The survey findings are slated to include showings of how TV advertising stimulated sales of products while non-TV advertised products suffered losses in sales; most efficient sales-producing techniques; relationship of TV sales effectiveness to its cost; characteristics of the TV audience; amount of time devoted to television and other media by audience.

NBC-TV Research Director Thomas E. Coffin, former chairman of the psychology department of Hofstra College and originator of the Hofstra Studies of TV sales effectiveness, also is scheduled to review the new findings in an address before the TV-radio discussion group of the American Marketing Assn. in New York Thursday.

NARTB BOOKLET

Looks at Educational TV

POSITION of NARTB in allocation of TV facilities for education is presented in a booklet titled "Textbooks and TV," published last week by the NARTB Public Affairs Dept. The booklet offers excerpts from testimony last Jan. 26 by Judge Justin Miller, NARTB board chairman, before the FCC.

First printing of 5,000 copies will be used for stations and others interested in the industry's position. The booklet was prepared by Robert K. Richards, NARTB public affairs director.

Empire State Antenna

THE NEW permanent television antenna of WNBT (TV) New York atop the 215-foot, multiple-use antenna tower of the Empire State Bldg. was scheduled to begin operation today (Monday), according to an announcement by O. B. Hanson, vice president and chief engineer.

Weekly Television Summary—June 11, 1951, Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	731,638
Buffalo	WBEN-TV	201,972
Charlotte	WBTV	79,948
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	920,470
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	470,487
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	69,556
Houston	KPRC-TV	76,684
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	118,523
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	89,500
Memphis	WMCT	87,871
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	238,524
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	31,671
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,158
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	67,389
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	79,098
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	145,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	81,417
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	46,600
San Antonio	KEYL, WOAI-TV	46,066
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	155,100
Seattle	KING-TV	83,300
St. Louis	KSD-TV	289,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	43,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	69,010

Total Markets on Air 63 Stations on Air 107 Estimated sets in Use 12,281,700

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

In

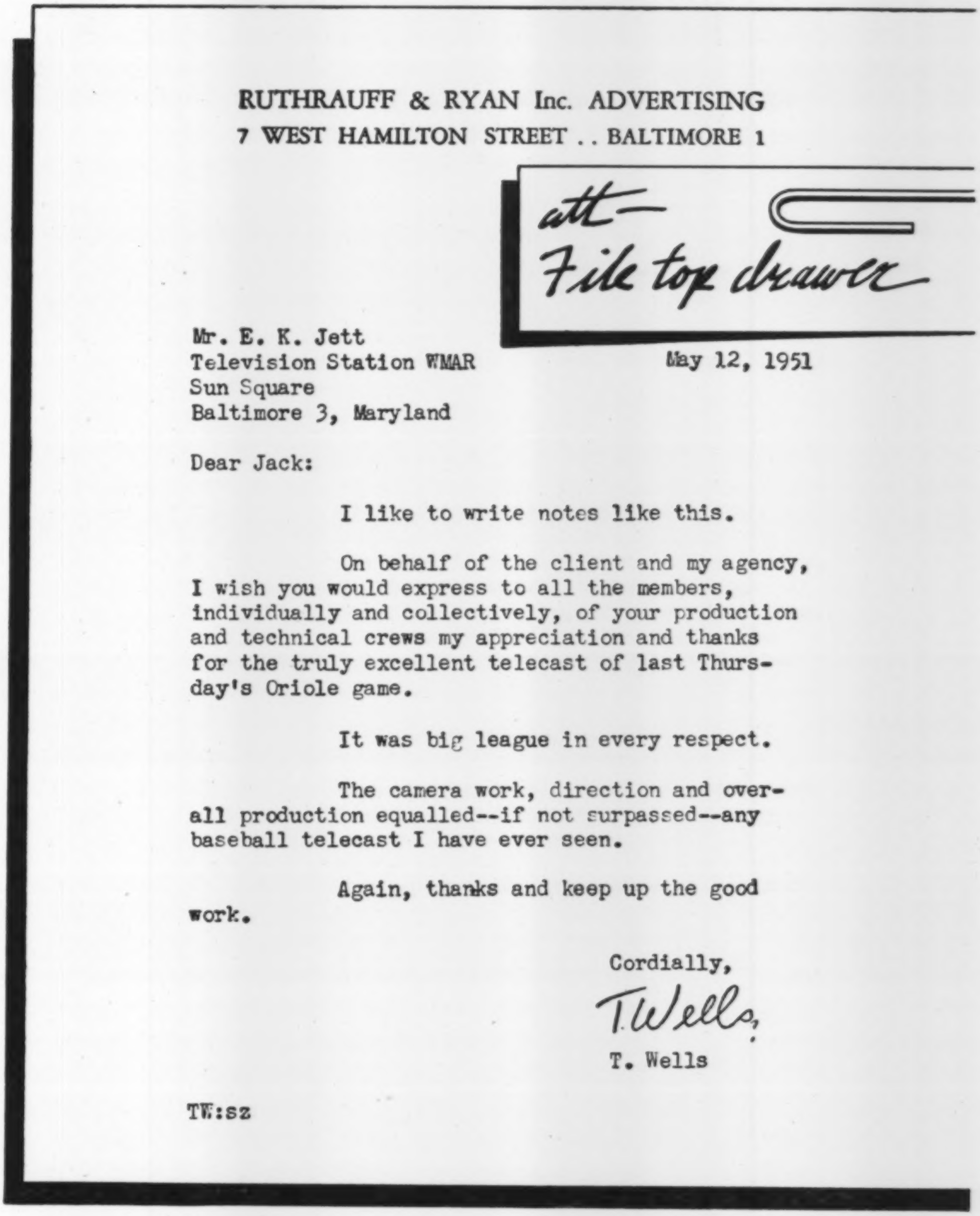
Maryland

Most

People

Watch

WMAR-TV



RUTHRAUFF & RYAN Inc. ADVERTISING
7 WEST HAMILTON STREET . . BALTIMORE 1

att—
File top drawer

Mr. E. K. Jett
Television Station WMAR
Sun Square
Baltimore 3, Maryland

May 12, 1951

Dear Jack:

I like to write notes like this.

On behalf of the client and my agency, I wish you would express to all the members, individually and collectively, of your production and technical crews my appreciation and thanks for the truly excellent telecast of last Thursday's Oriole game.

It was big league in every respect.

The camera work, direction and overall production equalled--if not surpassed--any baseball telecast I have ever seen.

Again, thanks and keep up the good work.

Cordially,

T. Wells,

T. Wells

TW:sz

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

BETWEEN COMMERCIALS

BY KAY MULVIHILL

KPIX

KSFO

"Watch and Win"—KPIX's telephone quiz game—is still drawing top mail response, which numbers about 12,000 monthly; and sponsor, Acme Breweries, reports that sales for their new Gold Label Beer are moving at a fast rate.

Starring Ben Alexander, voted outstanding TV personality by Academy of Television Arts and Sciences, and his lovely wife, Lesley, "Watch and Win" is a unique telequiz, in which viewers' write-in cards are selected by Ben and Lesley for telephone calls . . . questions . . . and prizes!

Ben Alexander

BASEBALL

Biggest news to baseball fans is the fact that KPIX is now lensing the San Francisco Seals' Saturday afternoon home games. The diamond battles, which include a series of eight games, are under the direction of Sandy Spillman and Dave Kees, with Don Klein at mike side. KPIX's Saturday games are simulcast over KSFO!

NARCOTIC SERIES

The three week series on narcotics, recently featured on KPIX's "KMA 438", has been loudly acclaimed as an outstanding service to the community.

Handled by Inspector John Kane and Lt. Alvin Nicolini, the programs, which were presented in cooperation with the San Francisco Police Department, covered the entire subject of narcotics as a police problem and an ever-increasing menace to society.

ADD AIRINGS:

KSFO now features Robert Montgomery in "Freedom Is Our Business" for the S. F. School of Nursing three mornings a week. . . . The Ethyl Corporation in sponsoring "Sportscholar" on KPIX Wednesdays at 11:00 P.M. . . .

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

Color Controversy

(Continued from page 65)

tine Electronics Corp., told BROADCASTING • TELECASTING that the composite system was developed "as a result of a suggestion made by Sen. Ed Johnson (D-Col.), who stated the industry should be capable of working out a satisfactory compatible color system."

Mr. Hirsch said the composite system is not a dot sequential system—the name given to RCA's—and that color is added to the black and white picture as "frequency interleave" components. The RCA system also adds color to black-and-white pictures, he added.

Black-and-white pictures, he explained, make inefficient use of available spectrum space, since the energy is "bunched" around the harmonics of the line frequencies, leaving the space between these harmonics devoid of energy. It is in these spaces that color information is inserted. Mr. Hirsch noted that "color information so added is practically invisible in the black-and-white picture but can be extracted in a color receiver to add color to the black-and-white picture."

Mr. Hirsch continued:

> **The system is capable of giving better color pictures having the full detail of present-day black-and-white pictures. It takes into consideration peculiarities of the eye and was designed to give no more information than the eye can absorb, and to reserve the information capacity so saved for useful purposes.**
>
> **One of these characteristics is that the eye is far more sensitive to variations in brightness than to variations in color in fine detail. For example, any woman knows that when she matches two pieces of thread she has to compare the color of the full spools rather than single strands.**

Improvements Tested

He said all of these improvements have been tested thoroughly in the laboratories and that some have been field tested. Agreement on the frequency of the color subcarrier and similar remaining details "is expected within a relatively short time, after which the overall system will be thoroughly field-tested for verification, under actual use, of the laboratory experiments," he asserted. The field testing, he said, will be open to participation by "anyone in the industry."

FCC sources last week reiterated that the Commission would be willing to look at any system that incorporated marked technical improvements over techniques already shown, but would not venture any specific comment on the Ad Hoc Committee report.

The special NTSC committee was set up by Dr. Baker Nov. 20, 1950, to make an "up-to-date appraisal of the state of the art" of color TV. Committee comprised:

David B. Smith, Philco Corp. (chairman); Robert M. Bowie, Sylvania; Elmer W. Engstrom, RCA; Thomas T. Goldsmith Jr., Allen B. DuMont Labs; Ira J. Kaar, GE; and Arthur V. Loughren, Hazeltine.

Between Nov. 21 and Feb. 27, 1951, demonstrations and discussions were held at Hazeltine in Little Neck, Long Island, RCA in Washington, DuMont Labs at Passaic, N. J., Philco in Philadelphia, GE at Electronics Park, Syracuse, and a final session again at Hazeltine.

The Ad Hoc Committee report offered its proposed standards [see text, AT DEADLINE, June 4] and said that "it is expected that numerical values for the standards can shortly be defined by the industry."

Committee noted that several organizations have substantial color work underway and stressed the need for bringing together the results of this work and the technical information acquired by the industry at large as a result of further testing.

In the meantime, CBS, whose soon-to-be-acquired subsidiary, Air King Products Corp., demonstrated its own CBS type color-monochrome receiver early in the week [story page 70], reported its TV network technical crews — "are literally straining at the leash to get their shows on the air in color."

CBS on Monday also demonstrated its system for some 75 fashion directors and other executives from 25 of the nation's larger retail stores, and reported they found it "magnificent."

The demonstration consisted of a showing of fall fashions, with reception on a CBS 17-inch color drum receiver, described by the network as giving "the largest direct-view color television ever shown."

Miss Rene Cowley, fashion director for Bullock's Downtown, Los Angeles, was quoted as predicting great store use of color TV. Miss Virginia Harris of Boston's Filene's store said color gives "the first real opportunity to promote fashion in television." Miss Helen Taylor, New York color consultant, considered color TV "potentially the greatest sales tool that ever has been invented," and foresaw 100% department store participation in this medium, CBS reported.

Buy 'Jessie's Notebook'

CLOROX CHEMICAL Co., through Honig-Cooper Co.; Crosley Div. of Avco Mfg. Corp., through Benton & Bowles, and La Choy Foods Div. of Beatrice Foods Co., through Foote, Cone & Belding, all New York, to sponsor on a participating basis *Jessie's TV Notebook*, starring Jessie DeBoth, over ABC-TV, Tuesday, 12:30 p.m., starting June 19. The program will be a homemaking-audience participation show.

Larus on DuMont

LARUS & BROS. Co. (cigarettes, tobaccos), Richmond, to sponsor *The Plainclothesman* on the DuMont TV network Sunday, 9:30-10 p.m., starting June 24. The agency is Warwick & Legler, New York.

COAST SHIFT

Tatum, Moore, Felix Mov

DONN B. TATUM, vice president and general counsel, Don Lee Broadcasting System, Hollywood, last week was appointed ABC Western Division director of television and general manager of KECA-TV Los Angeles. He succeeds Richard A. Moore, who resigned to become general manager of KTTV (TV) Los Angeles. Also announced last week was the appointment of Earnest Felix, assistant treasurer of ABC's Western Division, as acting manager of that division.

In 1942, Mr. Tatum entered the radio and television industry as Pacific Coast counsel for RCA and its subsidiaries. In this position he also was counsel for the Blue Network, predecessor to ABC, for seven years. In February 1949, he joined the Don Lee Broadcasting System as vice president, general counsel and a member of that network's board of directors. His appointment, and that of Mr. Felix, become effective Friday.

Mr. Moore, who had been ABC Western Division director of television and general manager of KECA-TV, will take over the KTTV post July 2. Mr. Moore only last month was named acting general manager of ABC Western Division in charge of radio as well as TV [BROADCASTING • TELECASTING, May 21]. He was to assume those duties last Friday when Frank Samuels, resigned ABC Western Division vice president and general manager, left to join the William Morris Agency as West Coast head of radio and television. At KTTV, Mr. Moore succeeds Harrison Dunham, who resigned several months ago.

Mr. Felix joined ABC in September 1944, as auditor in Hollywood. On Jan. 1, 1948, he was named controller and personnel director of ABC's Western Division. Two years later he was elected assistant treasurer of that division.

NBC CONSULTANT

Ginsberg Named for TV

APPOINTMENT of Henry Ginsberg, motion picture production expert, as general consultant for NBC was announced last week by President Joseph H. McConnell.

Vice president in charge of studio production and operations of Paramount Pictures for 11 years before his resignation a year ago, Mr. Ginsberg is slated to work closely with John West, vice president in charge of NBC's western operations.

He has been identified with the motion picture industry for 30 years, and served as vice president and general manager of the Hal Roach and David O. Selznick organizations before joining Paramount. He will continue his motion picture activities along with his consulting work in radio and TV for NBC, the network said.

arles Vanda (l), new pres- int of the Television Assn. of iladelphia for 1951-52, is con- atulated by Col. Edward A. vies, former president of TAP. r. Vanda is vice president in arge of TV at WCAU Philadel- ia. Col. Davies has just become stern Atlantic sales manager for the Princeton Film Center.

* * *

AP OFFICERS

Vanda Heads Philly Assn.

EW officers of the Television sn. of Philadelphia for 1951-52 ve been elected. They are arles Vanda, president; Frank berts, vice president; David ith, treasurer; Ethyl Foster, rresponding secretary, and Po ck, assistant secretary.

Members of the board include:. W. Wallace Orr, W. Orr Adv. ency (3 year term); J. Cunningham x, J. Cox Agency (3 years); Martha ble, Board of Education (3 years); rt Farr, President of National Ap- ance and TV dealers (2 years); bert Jawer, WPTZ (2 years); Wal- Erickson, Gray & Rogers Agency years); Kenneth W. Stowman, FIL (1 year); Art Borowsky, *TV gest* (1 year); Ruth Weir Miller, AU (1 year); Col. Edward A. vies, former president of TAP, airman of the board; Edward Bar- , W. Orr Agency, the legal counsel the association.

LER CONSULTANT

For Educational Network

KEITH TYLER, Ohio State U. io education director, was named t week as consultant to the U. the State of New York in con- tion with its proposed state- de 11-station noncommercial edu- ional television network [BROAD- STING • TELECASTING, June 4, y 14].

Dr. Tyler was appointed to serve 30 days in studying various sibilities for the TV project, in- ding plans for two- or three- tion operations, use of time on mercial stations and networks, d closed-circuit on-campus tele- ting. Spokesmen said Dr. Ty- 's findings will be presented to C in connection with university lications for approval of the work plan, which contemplates 3.5 million outlay for construc- n of the 11 stations.

'ONE WORLD' AWARD

Advertisers Are Candidates

A "ONE WORLD Television Advertisers' Award," in addition to the One World Awards in press, radio, motion pictures and international statesmanship established in 1944, will be distributed this year, Jacques Farrand, executive secretary of the One World Award Committee, has announced. The awards consist of a trip around the world to promote international understanding.

Explaining that "television has fully demonstrated its enormous power to arouse many millions of Americans to an acute consciousness of national and international issues," Mr. Farrand said the free enterprise system places "a unique responsibility for good or evil" upon the advertisers in their selection of what is telecast. "Their courage and civic-mindedness," he continued, "may help make of television a medium which does not only channel sales but also sells democracy and understanding." As a consequence, he went on, the committee had established the award to encourage advertisers to "back programs of lasting value to the U. S. and to the world."

COFFIN RESIGNS

To Head KLAC-TV Research

JOE COFFIN, partner and cofounder of Coffin, Cooper & Clay Inc., Los Angeles television research firm and distributor of the West Coast "Tele-Que" rating service, has resigned to organize and head the research department of KLAC-TV Hollywood, effective July 1.

The department is being set up not only for use of its own sales executives, sponsors and agencies with whom KLAC-TV does business, but for the TV industry as a whole, Don Fedderson, station vice president and general manager, said.

"Tele-Que" will continue to be operated by Roger Cooper and Henry (Hank) Clay, with no change in the firm name contemplated at this time.

RCA Demonstration

PRINCIPLES of RCA color TV transmission and picture tube and microwave relay developments were slated for demonstration to top military communication leaders by the RCA Service Co. last Friday at the Statler Hotel in Washington. Special emphasis was earmarked for the application of microwave relay equipment to military needs. Other displays included RCA's Time Interval Counter for charting speed of moving objects and military services offered by RCA Service Co., including training of field engineers for installing and servicing of electronic equipment. Demonstration was scheduled from 5 to 8 p.m.

"Night and Day"

WOW-TV Leads!

NIGHT

WOW-TV LEADS IN 19½ OF THE 31 HOURS it is on the air!

DAY

WOW-TV LEADS IN 20 OF THE 32 HOURS it is on the air!

Let us PROVE to you that WOW-TV has the LARGEST audience nearly ⅔ of the time — *Both Day and Night!*

● Yes . . . ask us to *PROVE* it. This is no "guess-work" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV set-owners. This is the FIRST survey ever made in this market giving information so complete.

Full details of this survey — how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers — all these, and other important data, are available to you in our presentation of the Survey, sent at your request.

You *can't* judge the Omaha area TV market (now OVER 75,000 sets) without this vital information — these FACTS. Write, wire or telephone to WOW-TV.

WOW-TV CHANNEL 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400

OMAHA, NEBRASKA

Frank P. Fogarty - General Manager John Blair TV - Representatives

For T.V.-
IMMEDIATE BOOKING

ROBERT
CUMMINGS
in
THE CHASE
MICHELE MORGAN STEVE COCHRAN PETER LORRE

For Your Summer
Feature Programming
Use Major Company Product

BARBARA STANWYCK
JIMMY STEWART
I COVER THE WATERFRONT
HER ENLISTED MAN
LET 'EM HAVE IT
TRANSATLANTIC MERRY-GO-ROUND
WOMAN IN THE DARK
MISTAKEN HEIRESS
FRANKIE & JOHNNIE
ROBERT YOUNG
PAULETTE GODDARD

52 FEATURE PROGRAMS
with such stars as
BILL "HOPPY" BOYD
FRANKIE DARRO
J. CARROL NAISH
JACK LaRUE
PINKY TOMLIN
BUSTER CRABBE

39 TOP WESTERNS
featuring THE RANGE BUSTERS
KERMIT MAYNARD • SMITH BALLEW

SOUND CARTOONS
38 FLIP THE FROGS
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Write for catalog of Features, Westerns, Serials, Cartoons
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COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N.Y.

Film Report . . .

TELE-PICTURES Inc., Hollywood, film distribution firm, has sold (on a two-year leasing basis) 26 theatrical feature films of **Robert L. Lippert Productions** to KTLA (TV) Hollywood and CBS-TV New York, with permission to telecast each motion picture eight times. KTLA reportedly is paying $69,000 for the package, while cost to CBS-TV is $70,000. Similar two-year deal is being worked out with WGN-TV Chicago, with price of film package $67,500. All films involved in the three deals were made between 1946 and 1949, for theatrical release.

* * *

STERLING TELEVISION Co., New York, is beginning distribution of 30 films produced for the Indian government, Sterling President **Saul J. Turell** announced last week. Through arrangement with **Dr. M. Moulik**, director of information, Government of India, Sterling holds exclusive TV distribution rights on variety of films including Indian customs, culture, dances, in addition to several films concerning India's domestic and international problems.

* * *

SUPERMAN Inc., Hollywood, subsidiary of **National Comics Publications**, which owns rights to comic strip "Superman," will produce series of half-hour shows based on *Superman* radio series. Initial series of 26 films goes into production in mid-June. Firm has headquarters at RKO Pathe Studios, Culver City. **Bernard Luber**, TV producer, and **Robert Maxwell** have joined firm. **Flamingo Films**, New York, will distribute the series.

* * *

NEW system and techniques on acetate disc which improve quality and sharply reduce costs for sound recording of TV films has been developed by sound department staff of **Samuel Goldwyn Studios**, Hollywood. Currently being used on *Premiere Theatre*, series of 30-minute TV films being produced by **Williams Productions**, it reduces sound costs by around 25%, according to **Gordon Sawyer**, film studio sound head and **Rene Williams**, president of production firm.

* * *

MARSHALL-HESTER Productions, New York, announces official endorsement by the **American Museum of Natural History** of its *Treasure House of Adventure* TV series. Endorsement includes rights to museum's facilities and use of its materials, including an extensive film library. Series will depict experiences involved in expeditions sponsored by museum, and in securing exhibits for its numerous collections. Prominent scientists and explorers will appear as guests. Completed films are expected to be released this fall.

Truman Brizee
Asst. Sales Mgr. for TV

David E. Keesler
News Director

Bob Turner
Sports Director

Armin N. Bender
Promotion-Publicity Director

* *

Telefile

(Continued from page 66)

from its Thursday 10:30-11 p.m. period to reserve it exclusively for special public service presentations. Among recent productions was *You and the Atom Bomb*, a series of three programs, and two TV forums on current subjects; all in cooperation with the U. of Rochester.

Another series is being produced in cooperation with the Rochester Board of Education to acquaint parents with the modern techniques of the public school. First two programs of the series were entitled "Reading Is Fun" and "Art for Everbody." A similar series is underway in cooperation with the Monroe County Medical Society and other local groups.

Congressmen Featured In Program

Featuring New York State Congressmen in interviews and talks filmed for the station in Washington and flown to Rochester ready for showing is *Let's Look at Congress*.

Effort has been extended to obtain the maximum of live sportscasts. Events telecast include trotting races from Hamburg, N. Y., and local wrestling and softball games. Arrangements were completed last week with the Rochester Red Wings (International League) for televising 10 to 15 of their home games this summer.

By the fall, the station hopes to be adding morning programming. It is already experimenting with one-camera shows in the hope of finding ways to cut production costs and bring more live programs within the reach of potential sponsors who are eager to get into early program hours.

First live dramatic production attempted was *The Terrible Meek*, produced last Easter with a cast from the Genesee Valley Players, a western New York professional group. Program Director Charles Siverson obtained first TV rights for this widely-known radio play.

A successful and locally sponsored origination is the station's version of *Cinderella Weekend*, with Ross Weller as the master of ceremonies. Other local favorites: Bob Turner's Wednesday night sports show; *Ask the Kids*, with Ralph Collier the m. c.; *Speak Up*, discussion forum that has been aired continuously since September 1949.

Strong feature of the station's operation, according to WHAM-TV, is the film department, managed by David Manning, a professional photographer. Mr. Manning and his two assistants have complete laboratory and studio facilities for screening and servicing film and for making stills, motion pictures, and copy art.

The AM-FM-TV Stromberg-Carlson operations are housed in a modern, $1 million Radio City opened three years ago. The building has six studios, the largest with a floor space 44' x 48', seating 376 studio visitors. But already need for more operating space is apparent.

WHAM-TV operates on Channel 6 (72-88 mc) with 16.7 kw visual and 8.65 kw aural power. Under the proposed FCC revised allocation

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

EXPERIENCED SALESMAN AVAILABLE
For TV Sales to Agencies, Stations
This man is not out of a job. He simply wants to move on to the kind of top-level opportunity that matches his capabilities.
He is currently selling TV film and services.
Has well established contacts with radio and television stations east of Kansas City.
Highest references from agencies and advertisers in New York market where he has sold spot radio and television for over eight years.
Available on two weeks notice to sell for a topflight company that can use his know-how in selling intangibles.
BOX 12K,
BROADCASTING • TELECASTING

plan, the station would move to Channel 5 (76-82 mc).

Its RCA transmitter is located on Pinnacle Hill, a mile and a half by direct line of sight from Rochester Radio City. Antenna height is 497 ft. above average terrain, which the station says permits a strong signal over all parts of metropolitan Rochester and outlying areas.

How well this signal has been received both as a commercial and public service operation in the homes of Rochesterians is attested by the estimated count of television receivers. When WHAM-TV made its debut, there were some 1,200 sets in the area. As of May 1, the Electrical Assn. estimated 81,417 sets or approximately 37% saturation of a potential 217,000 homes in the coverage area.

SEEBACH NAMED

By ATS Nominating Group

JULES SEEBACH, program vice president of WOR-AM-FM-TV New York, has been chosen as candidate for president of the American Television Society for the 1951-52 season by the ATS nominating committee, normally tantamount to election. Other officially proposed officers for the coming year are:

Warren Caro, executive secretary, Theatre Guild, vice president; Claude Barrere, program representative, secretary; Arch Braunfeld, accountant, treasurer.

For the board of directors the committee proposed: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive president, The Katz Agency; George Shupert, vice president, Paramount TV Productions; Chris J. Witting, general manager, DuMont TV Network; Jay Bonafield, executive vice president, RKO Radio Pathe; John Fox, president, Special Purpose Films; N. C. Rorabaugh, president, N. C. Rorabaugh Co.; Caroline Burke, NBC-TV producer; Sig Mickelson, director of public affairs, CBS.

Election will be held June 15 with induction of the new officers and board members at a luncheon meeting June 18.

ATLAS FILM CORPORATION

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CREATORS and PRODUCERS
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TELEVISION COMMERCIALS

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Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

DAGMAR SUIT

NBC-TV Star Is Sued

FORMAL SUIT for damages against Dagmar (Jennie Lewis), of NBC-TV's *Broadway Open House*, begun in Chicago by Dagmar Blair, a burlesque queen, cannot be completed until the TV Dagmar visits Chicago and can be presented with a court summons. This is expected to be within the next few weeks, when she is scheduled to make a personal appearance at the Chicago Theatre.

Miss Blair brought suit in Chicago Superior Court for $50,000. The owner of the Rialto Theatre, Harold Minsky, also is suing for an additional $25,000. Miss Blair charges the television star has no right to the name, as she was not born with it and was given it by Jerry Lester, *Broadway Open House* comedian, whom Miss Blair described as a "friend." Dagmar Blair says she was born with Dagmar as her given name, and that both her mother and grandmother used it when appearing in vaudeville.

She charges Miss Lewis was given the name Dagmar by Jerry Lester because of her "slight resemblance" to the burlesque dancer. The latter, however, charges the "dynamic medium of television" raised Jennie Lewis to stardom overnight and has caused the dancer "great confusion, embarrassment and loss of bookings." Mr. Minsky, who employed Dagmar the dancer in Chicago recently, is suing on the claim that attendance is affected adversely by public confusion.

Miss Blair, described as a standard show business attraction, has appeared in night clubs, vaudeville and burlesque throughout the country. She claims the name Dagmar on a marquee "keeps the customers away" because they think she is the TV personality, "who is not as pretty or talented."

SDG OFFICERS

De Lacy Heads TV Council

PHILLIPE DE LACY, KTTV (TV) Los Angeles director, was elected national president of the Television Council of the Screen Directors Guild of America at its annual meeting in Hollywood.

George Cahan, KECA-TV Los Angeles director, was made first vice president, with Robert S. Finkel, KECA-TV director, elected second vice president. Elected secretary was George Giroux, assistant director, KTTV (TV) Los Angeles, with Arthur Thompson, KECA-TV assistant director, named treasurer. Messrs. De Lacy and Cahan automatically become members of SDG's national board of directors, representing TV.

Elected to the council's board of directors were Joe Agnello, Robert Breckner, Bruce Saterlee, James S. Yurgaites, KTTV; Philip Booth, KECA-TV; Gordon Minter, KTLA (TV) Los Angeles; Seymour Berns, J. Walter Thompson Co.

WGN-TV
Telerama

CHICAGO National Bank was host to its five-a-week show, *Austin Kiplinger's News*, when new bank quarters opened. L to r: G. J. Schnur, J. R. Pershall Agency; Chuck Phillips, stn. dir.; Mr. Kiplinger, Robert D. Mathias, bank pres., and Donald W. Krause, bank advertising mgr.

BARRY BINGHAM (l), pres., WHAS Inc., Louisville, and Victor A. Sholis, vice president and director, WHAS-AM-TV, taste first birthday anniversary cake of WHAS-TV. Station marked milestone in March.

N. W. Ayer & Son, marking 10th year in production of TV commercials, opened exhibit in Philadelphia. L to r: Donald R. Jones, motion picture expert; Clarence L. Jordan, exec. v. p., and Norman Tate, TV art dir.

DON BILLSTONE (l), McCann-Erickson acct. exec.; Barbara Britton, film star, and A. A. Dreyspool, Wamsutta Mills' v. p., chat at rehearsal for firm's *Easter Parade* over CBS-TV.

PLANNING for 10th annual NBC-Northwestern U. Summer Radio-TV Institute in Chicago are Arthur Jacobson, NBC Chicago TV pgm. mgr.; Homer Heck, NBC Chicago radio pgm. prod. mgr.; Miss Judith Waller, NBC Chicago dir. of public affairs and education, and Donley Feddersen, chairman of radio-TV dept. at Northwestern's school of speech.

New Business

(Continued from page 14)

Adpeople . . .

RUSSELL Z. ELLER, advertising manager California Fruit Growers Exchange (Sunkist oranges, lemons), elected president Advertising Club of Los Angeles. He succeeds **HAAN J. TYLER**, manager KFI-TV Los Angeles.

GLENN RAY, assistant general sales manager Pictsweet Inc., Mount Vernon, Wash., named advertising and merchandising manager for Langendorf United Bakeries, S. F.

HARRY ROGERS, advertising manager, Langendorf United Bakeries, S. F., resigns. No successor named as yet.

LEE WENGER, advertising manager, Davidson & Licht Jewelry Co., Oakland, and E. Sugarman Inc., S. F., also named advertising manager, Beauty Mart and Portigol's juvenile department store, both S. F.

Agency Beat

(Continued from page 11)

arettes), on three-month tour of Europe. He will tape record various attractions while there for radio series planned next fall.

ERIC W. COSTER, San Francisco *Chronicle*, to Pavia Agency, S. F.

JAMES D. FARRIS, account executive Caples Adv. Co., Omaha, and **KAY WILKINS**, associate director of women's activities for Perfex Co., Shenandoah, previously women's director KFAB Omaha, married May 29.

BRISACHER, WHEELER & STAFF, L. A., moved to 1680 N. Vine St., Hollywood.

MARK NAPIER, vice president J. Walter Thompson Co. Ltd., Toronto, elected chairman Canadian Advertising Research Foundation Inc., with **FRED S. AUGER**, director of advertising Procter & Gamble of Canada, Toronto, as vice chairman.

C. AUSTIN MOORE, sales and promotion manager CFNB Fredericton, to radio director Imperial Adv. Ltd., Halifax.

WALTER ENGWER, general manager Toronto office Hutchins Advertising Co. of Canada Ltd., promoted to vice president of agency, not to McKim Adv., Montreal, as reported in BROADCASTING • TELECASTING, May 28.

WEINBERG QUITS

Was ODM Special Assistant

RESIGNATION of Sidney J. Weinberg as special assistant in the Office of Defense Mobilization was accepted May 31 by Defense Mobilizer Charles E. Wilson. Mr. Weinberg has agreed, however, to serve in a consulting capacity.

Mr. Wilson commended Mr. Weinberg for his "exceptional help" in launching the ODM and for "wide and influential friendships" which he said "were invaluable in inducing outstanding men to come to Washington to work with us." Mr. Weinberg, who came to Washington originally for a 90-day term of service ending March 15, will return to private practice. Gen. Lucius Clay, who was appointed along with Mr. Weinberg, had resigned as special assistant earlier this year.

KDKA
PITTSBURGH
50,000 WATTS
. . . CONSISTENT LEADERSHIP IN A LAND OF
7 MILLION LISTENERS . . .

WKOP CRUSADE

Outlet Plugs Radio's Role

ANDREW JAREMA, general manager of WKOP Binghamton, N. Y., and Wally Buman, WKOP program director, have shouldered a crusade to promote radio listening.

The station has peppered listeners with spot announcements, keynoted by the slogan, "Don't Take Radio For Granted. Radio Is Your Best Companion."

Minutes, chainbreaks and participation spots are being utilized whenever time permits.

Businesswise Bankers

(Continued from page 28)

minute news program at 6:50 a.m. three mornings a week on WEEI. The newscasts are made by Charles Ashley, popular air personality in Boston and New England communities. The early morning time costs the Boston Federal $7,500 yearly out of its total advertising budget of $14,000.

During much of the period covered by the broadcasts, Edmond F. Dagnino, vice president, has been in charge of radio and other advertising. Since Mr. Dagnino is a former professional hockey player with the Boston Hockey Club, sports have played an important part in the radio format. More recently supervision of advertising has been in charge of Arthur A. Perrin Jr., assistant treasurer and secretary.

Often the broadcasts tie in facts about the institution or call attention to its window displays which also often feature the sports angle. This year, for example, the WEEI program of April 16 carried this message:

This year the Braves celebrate their 75th anniversary and the Red Sox their 50th anniversary. To welcome home both teams, the Boston Federal Savings has installed special Red Sox and Braves window displays. These interesting exhibits feature player and team photographs and baseball equipment. . . . When in Boston, stop by and see these colorful displays—and for savings or home loans step into the Boston Federal. . . .

The Boston Federal's advertising is handled by the Boston office of Doremus & Co., which was one of the first agencies to recommend and place radio advertising for banking and other financial institutions.

FOR 10 years *News On the Hour* has been broadcast 10-10:15 each evening for Home Federal Savings & Loan Assn. on KVOO Tulsa. During that period the assets of the company have risen from just over $6 million to more than $28 million.

This year, in connection with the tenth anniversary, President Louis W. Brant of the savings and loan firm wrote KVOO President Gus Brandborg:

I'm sending you a copy of our "News From Home" for I thought that the graph on the front page would be of particular interest to you. It charts the growth of Home Federal over the past 10 years . . . the 10 years, coincidentally, that we have sponsored the 10 p.m. news on your station.

We have told you many times how valuable we feel the 10 o'clock news program has been in building our business. Of course, not all of the people who become our customers, either as savers or as borrowers, mention specifically the media that brought them to us. Many do, however, refer to the 10 o'clock news. And most of the mail inquiries that we receive can definitely be attributed to this source. . . .

The 15-minute newscast is prepared by the KVOO news room under the direction of News Editor Ken Miller. While announcers change, Ben Avery has been one of the most frequent in recent months, and Frank Muskrat has handled the editing job for the station.

Beside KVOO, Home has used an 8 a.m. news program on KTUL, appropriately called *News from Home*, and some one-minute film spots on KOTV (TV) at 10 p.m.

Phyllis Edmonds, assistant vice president in charge of public relations and advertising, summed up her feeling about radio in the following statement:

We like radio newscasts. Because they have universal appeal and reach a large, general audience, we think them particularly appropriate for our business. Practically everyone—regardless of age, interests, and except in a small percentage of cases, financial status—is a potential savings account holder. We want to get our story to all of them.

Too, we think that the "tone" of news broadcasts is well adapted to financial institutions.

We like the identification of Home Federal with a particular radio program, and have favored sponsored programs for that reason. For instance, most folks who listen to the 10 o'clock news each evening on KVOO refer to it as the Home Federal News rather than KVOO news. One loyal listener even went so far as to add "I won't even listen to anybody else's news. . . .

SINCE 1937 when Worcester Federal Savings changed its name and reorganized under a federal instead of a state charter, it has used radio as an important part of the advertising budget.

At that time its resources amounted to $12 million. Today they are $60 million, an increase of

THE LITTLE STATION WITH THE BIG WALLOP!

WMAM
REP. BY MEEKER
MARINETTE, WISCONSIN

393%. During the same period the advertising budget has increased nearly 400% and radio has received between 20 and 25% of the total.

The venture into radio was part of a planned effort by the institution to humanize its customer relations. The firm lowered ceilings, replaced marble with warm toned plaster and even displayed fresh flowers every day. To point up and dramatize the idea they picked WTAG to give the advertising a personalized approach.

The first program was a Sunday half-hour record series, *The Country Church of Hollywood*, complete with choir, hymns, philosophy and a "parson." The next year the format was changed to an all-live musical program, *Melodies from the Fireside*, which used a well known central New England vocal group, the Mendelssohn Singers. Instrumental and vocal soloists were featured and the program followed a "House By the Side of the Road Theme."

Moves Show

Another year saw another change when the weekly half-hour was moved from the WTAG studios to Worcester Federal's own Friendship Room, a public room provided free for club meetings and parties. The title was streamlined to *Fireside Melodies* and the program went network. WTAG is a basic CBS station. The Revelers Quartet and singer Margaret Daum commuted from New York each week for the program. Rakov's orchestra went over from Boston.

About this time the institution began a policy of broadcasting "The Messiah" from Worcester's 4,000-seat Municipal Auditorium each Christmas.

After the war began, *Fireside Melodies* was abandoned but Worcester Federal continued a steady spot schedule. In 1948 it returned to a more personal approach with 0 announcements a week on WTAG's *Julie 'n' Johnnie* participating morning show. Two spots a day promoted housing plans which were then going ahead full speed.

Example of results was when one man opened six new savings accounts of $1,250 each, one for each member of the family. He told President Raymond Harold that he had been hearing the program and decided that was the place to take his business.

In March 1950, the half-hour *Friendship Room Melodies*, of hand-picked recorded music went on the air. The program features the "Man from Friendship Room" who gives an informal chat covering a tremendous range of subjects. All are carefully researched and include historical episodes, profiles of Worcester industries, brief biographies, salutes to important service organizations, promotion of health and charity drives. The underlying theme is always recognition by Worcester Federal Savings of things of importance to the people it serves.

Johnny Dowell, the "Man from Friendship Room," and also the "Johnnie" of *Julie 'n' Johnny* transcribed all spots. The firm has used every type of spot including jingles, dramas, sound effects, trade mark sounds, multi-voice and of course plain live copy.

Worcester Federal's present schedule calls for 21 spots a week and the half-hour *Friendship Room* show on Sunday. Ten of the spots are on the participation morning show and the others are adjacent to Lowell Thomas and local news.

"We can trace a verifiable 25% of our new accounts directly to our overall advertising," says Al Graham, vice president in charge of advertising. "We've never tried to break down results from specific media. But we certainly know that radio has done and is doing a job."

While the institution's next step depends on world conditions, the radio schedule will certainly follow the successful slogan of President Harold: "Money talks . . . that's why it should be on the air!"

Howard H. Bristol

HOWARD H. BRISTOL, 63, of Naugatuck, Conn., president and since 1930 chairman of the board of the Bristol Co., Waterbury, manufacturer of recording instruments, died June 2 in Waterbury Hospital.

LANG-WORTH CAMPAIGN

Firm to Aid Local AM Advertising

LANG-WORTH Feature Programs Inc., New York, is conducting an intensive campaign on behalf of all L-W station customers to make local AM broadcasting more attractive to advertising agencies and advertisers.

In a letter to all customer stations, C. O. Langlois, L-W president, said: "It is not within our province to sell time. We are neither authorized nor qualified for the job.

"However, nobody should object to our assisting in the sale of time by devising ways and means to make local AM broadcasting more attractive to advertising agencies and advertisers."

Explains Drive

Mr. Langlois explained that his corporation has embarked on an aggressive campaign with national and regional agencies to encourage use of L-W special programs over the customer stations.

The firm is pushing *Rhythm Rendezvous*, starring Patti Page and Ray Anthony; *Cavalcade of Music* with D'Artega, and *The Cote Glee Club*. Brochures on each of these are for sale at a nominal price to stations. And L-W announced that it is preparing an *Allan Jones Show* to be promoted next month.

To help in putting over the campaign, Mr. Langlois asked customer stations for their cooperation.

"You can help," Mr. Langlois suggested to subscribers, "by writing to those agencies whose clients have distribution in your community. Tie in with the Lang-Worth campaign.

"Tell them you are a Lang-Worth subscriber and can make all of these programs available to them over your station. Tell them about programs of your own invention utilizing the Lang-Worth service."

The L-W president stated that station cooperation was not only asked but expected. "We will deliver the mass attack . . . it's up to you and your representative to do the sharp-shooting."

CHICAGO'S Central Church, which pioneered religious broadcasts on KYW in 1922, has resumed its radio schedule. Interdenominational services are conducted in tower of Stevens Hotel and aired weekly by WCFL, Chicago Federation of Labor station.

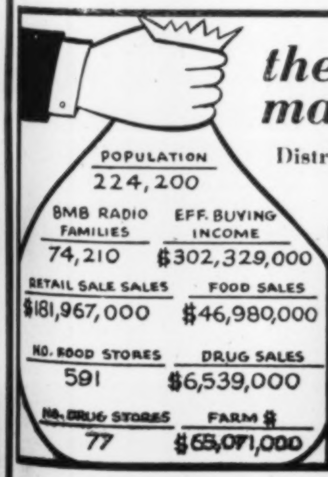
WORKSHOP PANELS

Industry Joins S. F. College

SAN FRANCISCO radio and television industry and San Francisco State College teamed up May 25 for a first annual Radio Industry Workshop on the college campus. The daylong schedule included a tour of the school's radio department, panel discussions and a banquet, with Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, as principal speaker.

One panel discussion on "What should be included in the College Radio Curriculum?" was conducted by Stanley Breyer, commercial manager of KJBS San Francisco; Harold See, director of television for KRON-TV San Francisco, and Marvin Larson, business manager of IBEW Local 202. A second panel study on "The Responsibilities of Radio and Television" was devoted (1) to education; (2) the minority audience; (3) the development of new talent, and (4) the community. Session was conducted by Gayle Grubb, general manager of KGO-AM-TV San Francisco; Howard J. Smiley, general manager of KSMO San Mateo; Henry Leff, of AFRA, and John Thompson, director of news and special events for KNBC San Francisco.

Dr. J. Paul Leonard, president of the college, spoke briefly welcoming the industry representatives and thanking them for their participation in the workshop. William Pabst, general manager of KFRC San Francisco responded on behalf of the industry people.


the **KOKOMO** *market is rich!*

POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000

Distribution of Listening Homes among stations . . .
WIOU . . . 67.0%
Latest Conlan Figures . . .

WIOU
1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

MO
KANS
Kansas City
KSWM
Joplin
St. Louis
140
260
OKLA
105
Tulsa
ARK
210
Little Rock

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

DR. ROY K. MARSHALL, currently handling *The Nature of Things*, NBC-TV, and previously director of Morehead Planetarium and professor of astronomy at U. of North Carolina, named educational director of WFIL-AM-TV Philadelphia. He will continue his NBC program.

HARRY E. BAUM named program director WSSB Durham, N. C. **BOB EVANS,** program director WALD Walterboro, S. C., to WSSB as announcer.

GORDON GRANNIS, assistant promotion and publicity manager KGO-AM-TV San Francisco, promoted to promotion and publicity manager. He replaces **MAURY BAKER** who joins BBDO, S. F., radio and television department.

Mr. Grannis

DAVE KEES, technical director KPIX (TV) San Francisco, promoted to production manager.

JACK SEBASTIAN appointed publicity director WCPO-TV Cincinnati.

BOB PUGH, publicity director CKFH Toronto, named program director **MARGARET IMRIE** appointed publicity director.

JOE GIRAND, WTHT Hartford, Conn., awarded plaque from Lullaby Club of Hartford for his children's program, *Songs and Stories*.

THEY'RE FROM MILWAUKEE and THEY OUGHT TO KNOW...

Blatz

Renewed Six One-Half Hours Weekly for Another Year with Ernie "The Whip"

. . . Another Proof that WMRY Sells Goods in New Orleans' Vast Negro Market.

"THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

600 KC John E. Pearson, Nat'l Rep

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

air-casters

REGINA BESS, assistant promotion director and radio copywriter for Wiebolt Stores Inc., Chicago, to KCBQ San Diego as head of new promotion and merchanising department.

LEA SHEPP, WNBW (TV) Washington, appointed film editor. **LEE ADLER** is his assistant.

BILL RODDY, KNBC San Francisco announcer, returns to U.S. Maritime Service as radio operator. **PHIL WALKER,** KNBC relief announcer, succeeds Mr. Roddy.

ROBERT C. MICHEL, announcer WSYR Syracuse, recalled to active duty in Navy.

BILL SHOMETTE, program director WOAI-AM-TV San Antonio, in Mexico City last week covering meeting of International Federation of Agricultural Producers.

MARJORIE PRICE, women's program director WILM Wilmington, Del., to WFIL-TV Philadelphia as "Peggy Towne" on women's program *What's Cooking*.

MARY F. GRAHAM, CKY Winnipeg, to attend International Advertising Conference, London, England, July 7-13, as one of ten Canadian delegates.

JOHN DUFFY, formerly with Progressive Broadcasting System, Hollywood, to KSFO San Francisco announcing staff.

DON SIMS, producer CBC Toronto, resigns to move to Rochester, Minn., where his child is being treated at Mayo Clinic.

"FOREMAN BILL" (Bill Mackintosh), disc jockey-composer, to Lincoln Dellar stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara).

NARCELLA C. KEUCHLE, pianist and actress, to WTAG Worcester, Mass., as special program assistant.

NANCY GRAHAM, formerly of CJOR Toronto and freelance at Toronto, to announce staff of CFCF Montreal.

DICK EWART, singer, signed as featured vocalist with *Hoffman Hayride* on KGO-TV San Francisco. Mr. Ewart was named permanent member after winning five weeks' competition in "Sing Down" contest.

DON MASON, CKEY Toronto announcer, to CKOY Ottawa.

DWIGHT COOKE of CBS' *People's Platform*, *Cross-Section USA*, and *You and the World*, to Lisbon, Portugal, where he will broadcast series of special survey programs covering Portugal's economic and political conditions, and attend International Chamber of Commerce convention.

BARBARA McKNIGHT, Santa Rosa Junior College, to KCBS San Francisco script department.

WAYNE KEARL, public service editor KSL-AM-TV Salt Lake City, appointed stations' promotion manager, replacing **SHERRIL W. TAYLOR,** appointed sales promotion manager for KNX Los Angeles and Columbia Pacific Network.

PAUL KANE, WAAM (TV) Baltimore, named senior producer and studio production supervisor. **ED SARROW** named senior producer. **KEN CALFEE** promoted to director, and **HARVEY JEROME** and **FRED WHEELEHAN** become assistant directors. **DICK LUSHER** and **ALLEN HOLMES** added to camera crew. **KENN SMITH** named staff projectionist.

CLIFFORD ST. JAMES, disc jockey WVET Rochester, N. Y., and WTMA Charleston, S. C., to KWK St. Louis as announcer.

Mr. St. James

GORDON J. ALDERMAN, program manager WAGE Syracuse and radio and theatre producer, to WHEN (TV) Syracuse as production manager in charge of all program functions and studio operations.

PHIL WILSON, announcer-disc jockey WNOR Norfolk, Va., to WLEE Richmond as announcer-disc jockey.

VIC ROWLAND, ABC publicity department, named acting head of network's Western Division publicity department during absence of **JERRY ROSS,** called into Air Force.

BOBBIE FRANCIS replaces **DARLIENE WEBER,** resigned, in traffic department WIND Chicago. Miss Francis was transferred from music library.

NORMAN McBAIN, CBM Montreal, and **NORMAN W. EAVES,** CBH Halifax, going to Korea to tape record interviews and actualities of Canadian troops in the Korean War for CBC.

JACK YOUNGS, commercial photographer, to WNHC-TV New Haven in promotion and merchandising department.

TED MOORE, WDLB Marshfield, Wis., to KTRI Sioux City, Iowa, as sports director.

NORMA SHEARER, continuity writer WCKY Cincinnati, resigns. **JANICE GORDON,** new to radio, to WCKY continuity department.

HAZEL MARKEL, MBS women's commentator, presented U. S. Treasury Dept.'s Liberty Bell Award for ". . . splendid service given in the promotion of U. S. defense bonds."

GERALD LEWIS, WCSH Portland, Me., announcer, and Joan Steinberg married June 6.

PAT McCARRIE, "shopper" for *Gimbel TV Shopper*, WTMJ-TV Milwaukee, and William Manzer, married June 4.

FRANK TAYLOR, WCKY Cincinnati disc jockey, and Helen Todd of Maysville, Ky., married June 3.

JEAN COLBERT, director of women's activities WTIC Hartford, and James M. Cleminshaw married.

HOWARD MILLER, WIND Chicago announcer, and Barbara Spindler married May 19.

BLOYCE (Blue) WRIGHT, KGO-TV San Francisco program director, father of girl, Martha Nell.

FRED GADETTE, KPIX (TV) San Francisco production staff, father of girl, Jill.

PAUL BARNETT, announcer WGCM Gulfport, Miss., father of boy, Daniel Andrew Ben.

RALPH MANZA, comedian on *Del Courtney Show*, KPIX (TV) San Francisco, and independent producer, father of girl, Cynthia.

STANLEY NOONAN, KCBS San Francisco singer, father of boy, Timothy Wallace.

RAY MITCHELL, announcer WNBW (TV) Washington, father of girl, Nancy Jean.

DON OTIS, Hollywood disc m.c., father of girl.

News • • •

BOB REDEEN, news director WOC-AM-TV Davenport, Iowa, to International Broadcasting Div. of State Dept. (Voice of America), Washington. **BOB FRANK,** news staff WOC-AM-TV, named stations' news director.

JOHN WILBERT, WTTM Trenton, N. J., named news editor.

MERLIN (Scoop) KENNEDY, New Orleans raconteur and former newspaper editor and author, to report

WMIL...... means MILWAUKEE

REPRESENTED BY FORJOE

ws from European capitals for NOE New Orleans, Wednesday, 15-9:30 p.m.

UL HILLEN, evening sports writer KY Cincinnati, leaves station to join Army. **FRANK J. REILLY,** wsman, to WCKY as replacement. **YMOND SWING,** LBS, to Voice America as advisor and commenta-r.

AD LASSITER, WDXI Jackson and QXI Atlanta, to KNEA Jonesboro, k., as director of news and special ents.

RIAN ST. GEORGE, newscaster, d his *Headline News,* replaces **ED-IN C. HILL** news program, ABC, n.-Fri., 7 p.m.

V. KALTENBORN, NBC commentor, leaves N. Y. by plane June 12 r trip around world to gather inrmation for broadcasts to be rened for Pure Oil Co. on Sept. 17. **CHARD HARKNESS** to substitute r Mr. Kaltenborn while he is away.

MER DAVIS, ABC, cited for outnding journalism during 1950 by tional Headliner Club. He was ly commentator so honored by oup.

DRIC ADAMS, WCCO Minneapolis d CBS commentator and columnist, e of four persons to receive Minapolis Awards at annual meeting city's Chamber of Commerce for ublicity he has brought Minneapolis rough his radio work. . . ." He o was made unofficial "Good Will" bassador for Minneapolis.

ED VANDEVENTER, newscaster OR New York, to receive honorary ctor of Business Administration gree from Lawrence Institute of chnology, Detroit, June 12.

H. SHACKFORD, United Press neral European news manager, cted president of Assn. of Amern Correspondents in London. He ceeds **FRED PANDERSCHMIDT** *Newsweek.* Others elected include **WARD K. SMITH,** CBS, vice presnt; **ROMNEY WHEELER,** NBC, cretary, and **FREDERICK B. PPER,** ABC, to executive commit-e.

NRY (Hank) WEAVER, ABC Holwood radio-TV special events and wscaster, elected to board of dictors Greater Los Angeles Press ub.

LLARD SHADEL, CBS Washingn newscaster, in Hollywood to adcast Columbia Pacific *The World day* and continue his network series m West Coast during four weeks y.

BIG YEAR ahead predicted A. E. Joselyn, (l) CBS Hollywood director of operations, when on June 1 he assumed for a second term the presidency of Southern California Broadcasters Assn. He is talking to (l to r) William J. Beaton, SCBA past president and general manager of KWKW Pasadena; Gene W. Lee, association vice president and general manager KFXM San Bernardino; Cliff Gill, general manager KFMV Hollywood and secretary-treasurer of the trade group.

AUTO RADIO HABITS

WGAR Reports on County Owners, Listeners

WGAR Cleveland last week announced the results of a survey embracing a "distinctive listening audience which is big, exclusive, largely adult and exclusively radio"—the owners of automobile radios.

The study is the first in a series of reports on the out-of-home audience, which the station claims is "much too big" to be classified as merely "bonus," and covers daytime auto listening in Cuyahoga County, home area of Cleveland.

According to the survey, 81 out of every 100 autos in the county have auto receivers which are kept on 74% of the time they are being driven. The station projected the auto survey to existing surveys and came up with its own claim of 411,708 daily individual listening half-hours in the period 7 a.m.-7 p.m.

Other findings by WGAR: (1) 51% of auto radios are turned on one hour or less, the remainder for more than an hour; (2) music, news, sports, variety and drama are preferred fare, in that order; (3) each car has an average of 1.6 passengers; (4) 70% spend two hours or less in their cars daily, 30% over two hours.

Calling on the Traffic Engineers Dept., City of Cleveland and Cleveland Auto Club for figures, WGAR's study checked over 6,280 automobiles in 64 different locations for percentage of car radios and passengers per vehicle. In addition, it mailed 4,278 postcards to drivers at these locations requesting data on driving hours, use of radios and program preferences. Cards mentioned no stations by call letters, WGAR said.

In distributing the findings, WGAR concluded that "for the first time in the history of radio in the Greater Cleveland area, an advertiser, agency or any interested person can determine with reasonable accuracy the total daytime automobile radio listening audience."

Cites National Average

The 81% figure — representing 5,079 out of 6,284 autos checked—is actually "higher than the national average of 68% based on passenger automobile and automobile radio manufacturers' figures," according to WGAR. Drivers have a selection of eight local stations, it noted.

The postcard survey asked three questions: How many hours do you spend in your car daily? How many hours is your car radio turned on? What type of programs do you like to hear on your car radio? Total of 452 respondents—or 10%—had filled in the queries. Study was conducted last April.

AMERICAN FEDERATION of Radio Artists, Los Angeles chapter, holds its third annual frolic June 28 at the Los Angeles Breakfast Club. Proceeds from affair go into union's Sick and Benefit Fund.

SOVIET RADIO

Reds Increase Programming

SOVIET RUSSIA has increased its foreign radio output for the coming summer 25% over a year ago, despite the current cost of its radio jamming operations, according to the State Dept.

Radio Moscow has doubled its schedule for English language programs to North America and German language services in recent months, the State Dept. said. Output to both the United Kingdom and to France, as well as to Latin America, also has been increased.

The Kremlin apparently is satisfied with its programming to satellite countries, having increased only its transmission of Hungarian language programs.

BMI Clinic

BROADCAST MUSIC Inc. will stage an all-day clinic in Hollywood July 31. Similar to those held this spring for state broadcaster associations in the South and Midwest, it will feature six outstanding broadcasters and agency men from eastern cities. Both sales and program aspects of broadcasting will be on the agenda. Southern California Broadcasters Assn. will host the conference.

The Purpose of Advertising is to get
RESULTS
WLS
(see front cover)
CHICAGO 7
Clear Channel Home of the National Barn Dance

Men, Women and Children
. . . stay tuned to KROD because on 600 they hear such stellar CBS programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and others that are popular with young and old alike . . . KROD is your radio buy in the El Paso Southwest.
KROD
EL PASO
MORE DIALERS PER DOLLAR
CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
THE O. L. TAYLOR CO.
Reach This Rich Market
Through Your Southwestern Salesman

CREDIT CURBS

Texan Protests via Radio

EVERY U. S. Senator and Representative was urged by Jap Lucas, operating the Jap Lucas Hardware Store in Athens, Tex., to listen to two broadcasts on WOL Washington, June 6-7, 8:30-45 p.m.

Mr. Lucas bought the two quarter-hours to broadcast arguments against the Federal Reserve Board's Regulation W, which curtails retail credit. He sent WOL tape recordings in which he explains his objections to the regulation.

A former state legislator, Mr. Lucas was credited with inducing Congress to modify price regulations after testifying at length before a special small business subcommittee. He paid card rates for WOL Class A time. The House Banking & Currency Committee is currently considering legislation covering the whole credit picture.

Radio-TV Scrutinized

RADIO and television, along with motion pictures and legitimate theatre children's programs, are scheduled to come under exhaustive scrutiny at the seventh annual Children's Theatre Conference of the American Educational Theatre Assn., to be held on the U. of California Los Angeles campus July 25-28. A three-day workshop study follows the conference. Theme is "The Impact of Mass Media on the Child Audience."

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50.000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

KTUC Tucson, for its client, American Vitamin Assn., recreated a baseball game in a window of a downtown drug store. The station reported that it was a success and that several thousand persons saw the broadcast. In action are KTUC employes (l to r) Pete Tufts, Stan Norman, Bud Murphy and Mac Matheson.

YOUTH SHOWS

Stations Report Activity

TOTAL of 198 out of 875 radio and TV stations responding to questionnaires currently are airing youth discussion or forum programs, with the majority having initiated program series since the formation of the Junior Town Meeting League in 1944.

This information was compiled by the Evaluation Committee of the Junior Town Meeting League on the basis of questionnaires sent to stations, school administrators and league members.

The breakdown showed 188 programs on radio and eight on television, with 133 originating in studios and 50 in school auditoriums. Stations replied that origin of the programs was due in large measure to league activities.

In its report the committee expressed belief that stations were influenced by schools in some cases and that in others the league had failed to reach stations directly. It suggested the league launch a program to stimulate interest in youth discussions on radio and TV, pointing out that 500 of the 3,300 stations queried had requested information.

In another category school administrators reported that their institutions are using 148 presentations on radio and five on television, in addition to those in classrooms and auditoriums.

'VOICE' CRITIQUE

Growing Too Fast, But Improving

THE VOICE of America has shown marked improvement in raising "the general level of competence, loyalty and character" of its personnel, but the U. S. overseas radio arm has grown "too big too fast" and is spreading itself thin in the propaganda war abroad.

These were a few of the plums and prunes handed out in a summary of a study prepared for the Council of State Chambers of Commerce comprising 33 state groups. Study was made by the council's research director, Alvin A. Burger.

Noting Congressional action under which Voice appropriations for new facilities were cut 90%—President Truman signed the supplemental June 2—the study laid this and other State Dept. difficulties to numerous criticisms on Capitol Hill.

'Inept Handling'

"The Voice has too often been the victim of inept handling, ideological ax-grinding and attempts by zealots to inflate and twist it into something Congress never intended it should be," the council declared. Additionally, it said, rapid expansion can actually retard progress in that efforts are concentrated on global coverage and the "essential job" in selected strategic countries may suffer.

The American "Truth Campaign" may last several years barring full scale war, it noted. Meanwhile, the Voice should measure its techniques and results against those of Radio Free Europe and World-Wide Broadcasting Foundation, which operate at a small fraction of VOA's budget. World-Wide (WRUL Boston) is headed by Walter S. Lemmon.

The question of "maximum utilization" of overseas medium and shortwave broadcast facilities and other phases of VOA operation would be explored under a proposal sponsored by Sen. William Benton (D-Conn.) and now laying dormant within the Senate Foreign Relations Committee.

Using a recent *New York Times* editorial on the Voice as a peg, Sen. Benton May 31 prodded the committee to take up, upon completion of the MacArthur hearings, his resolution for a fresh inquiry into Voice of America operations. He added that hearings are "urgently needed."

Under the Benton proposal, introduced earlier this year, the group would review the effectiveness and progress of shortwave broadcasts and the possibility of divorcing the VOA from the State Dept. Sen. Benton had speculated on the possible creation of an independent agency, "wholly-owned" government corporation, or a Communications Psychological Strategy Board [BROADCASTING • TELECASTING, Feb. 26].

On the House side, Rep. Eugene J. McCarthy (D-Minn.) inserted in the *Congressional Record* a bylined article by his colleague, Rep. Fred Marshall (D-Minn.), contending that "the increased attacks on the Voice of America programs by the Soviet and satellite press speaks for the effectiveness" of the Campaign of Truth. The article was published in the Sauk Centre, Minn., *Herald* April 5.

Mr. Truman's signature on the supplemental funds bill assured the Voice of an additional $9,533,939 for the completion of seven broadcast transmitters already begun.

NEARLY 30 YEARS
MANUFACTURERS OF
FINE BROADCASTING EQUIPMENT
Gates
RADIO COMPA
QUINCY, ILLINO

FTERNOON MYSTERIES

JMO Cleveland carrying two lf-hour mystery programs 2-3 m. across-the-board. Station ofring local spots and participaons in commercial allowance porons, in addition to full half-hour onsorship. Plan established by ave Baylor, WJMO manager, in operation with Charles Michelon Inc., New York

•—•—•

ATURATION CAMPAIGN

FBR Baltimore, *Gwynn Oak Hoe- own,* Saturday night, sponsored Gwynn Oak amusement park. rogram—one phase of what is reorted as most extensive radio ampaign signed with any Baltiore amusement park — features lainsmen, hillbilly group, and cal talent show. Park also running eavy daily spot schedule. Picnic for isteners, expected to attract thouands of families, planned for July 5, when *Club 1300* originates from ark plus day-long entertainment nd contests.

•—•—•

OPE'S BEATIFICATION

HOM New York, June 3, 1:30-3 m., broadcast beatification of ope Piux X, first Pope to receive ch honors in 279 years, directly om Saint Peter's Square in Rome, ith running commentary in Engsh. Highlights of ceremony were ebroadcast 3:30-4 p.m. same day.

•—•—•

V SHOPPING SHOW

ING-TV Seattle, *Shopping the own,* developed and produced by ete Lyman, 4-4:30 p.m. Monday, ve participating sponsors. aunched by, and starring, Seattle dvertising agency executive, show independent venture with format cluding telephone quiz and merandise prizes, five-minute interew featuring "People You'd Like Meet—We Think," and commerals by demonstration.

•—•—•

EART DISEASE FILM

UBLIC HEALTH Service, Feder al Security Agency, *Report on e Living,* 27-minute documentary m produced for television. "Writn with the camera," film tells ory of dramatic recovery of icky Wood, 10, from acute case rheumatic heart disease. Film discusses research in rheumatic fever and rheumatic heart disease. No professional actors used in film, made at La Rabida Jackson Park Sanitarium, where Dicky was patient, and at his home during convalescence. Parts were "played" by Dicky's family and playmates, family physician and hospital doctors. First showing to be on DuMont network tomorrow (June 12) on *Johns Hopkins Science Review,* 8:30 p.m. EDT.

programs promotion premiums

•—•—•

COLLECTOR'S ITEM

KMOX St. Louis, Mo., sends trade and advertisers sky-blue folder with cover showing several kinds of butterflies and caption, "Don't let 'em get away." First inside page reveals eager collector peering at opposite page with wording "This summer collect . . ." and next pages have picture of collectors examining $100 bill under magnifying glass in exhibit case with butterflies. Copy says KMOX area is good place to "collect sales . . . collect listeners, too," and gives details of audience, market facts, station coverage and other data.

•—•—•

SERVICEMEN INTERVIEWED

RADIO BRANCH, Public Information Office, Fort Jackson, S. C., preparing upon request of stations individual series of tape-recorded interviews with servicemen from areas served by stations. Available in five, 10 or 15 minute tapes, or in one to three minute periods for insertion in newscasts, interviews are informal, spontaneous chats with men, frequently recorded in training areas where simulated battle sounds are heard. Programs may be sponsored, with few necessary restrictions, according to Pvt. Ed Capral, producer of series.

•—•—•

LOW HOTEL RATES

WTVJ (TV) Miami, Fla., sending letter to all operating TV stations and 1,800 advertising agency personnel inviting recipients to spend vacation at modern, luxurious Miami Beach hotel during summer vacation, at greatly reduced rates. Station will service requests for reservations.

★—★—★

ALTHOUGH recovering from serious injuries received when his car overturned after a tire blow-out, Ed Slusarczyk, farm director WIBX Utica, N. Y., continues broadcasting his Monday through Saturday 5-7 a.m. program from his bed at his farm home in Remsen, N. Y. As if his broadcasting activity weren't enough, Mr. Slusarczyk, who is director of civil defense for Oneida County, received permission from his doctor to be transported to "Operation Utica" atomic test, and with car radio kept in close contact with every phase of operation.

★—★—★

TIGER WIVES

WJBK-TV Detroit, *Tiger Wives,* sponsored by People's Outfitting Co. Emcee Joe Gentile presents interviews and little-known stories about Detroit baseball players and their families.

•—•—•

TELECAST SERVICES

WSB-TV Atlanta, Sunday morning, telecasting service from local church. Different services telecast each week, with cooperation of Atlanta Christian Council. Station reports it is first time regular series of Sunday services have been telecast.

•—•—•

LEGISLATURE AIRED

CKRM Regina, and other Saskatchewan stations, carrying legislative activities of provincial legislature for six weeks each session, with about 90 minutes of debates being aired five days a week. Program sponsored by Saskatchewan government. Broadcasts recorded by CKRM, carried by some stations on a delayed basis in evenings. Broadcasts are packed with meatiest legislation and resulting debate, and experience has shown a tendency toward shorter legislative sessions resulting from greater consciousness in capitalizing on broadcast time. Audience surveys show high listenership, ranging up to 65% of available audience.

•—•—•

PROMOTES SHOW, SINGER

KTUL Tulsa, Okla., used mystery singer idea to hypo interest in Tulsa Charity Horse Show, remove "society page stigma" from publicity and introduce younger sister of Patti Page, Peggy Fowler. Wearing mask at show, Miss Fowler sang selections, then 20,000 horse show visitors guessed at identity with winners to draw for new car.

•—•—•

FLYING STRAW HATS

KFOR Lincoln, Neb., supervised elaborate straw hat week and Armed Forces Day promotion. First, after making necessary arrangements, station announced old straw hat would admit listeners to any local theatre. Next, merchants furnished old straw hats and certificate for new hats, and station furnished promotion. On Armed Forces Day, Bob Johnson's *Musical Clock* was aired from plane flying

(*Continued on page 93*)

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

mmediate revenue produced h regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
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ATHERTON, CALIFORNIA

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BEER & WINE!

LANG-WORTH
FEATURE PROGRAMS, Inc.
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Network Calibre Programs at Local Station Cost

WFPG SALESMEN

AFRA May Represent Them

AFRA's attempt to represent salesmen along with announcer-control board operators and certain clerical help in separate bargaining units at WFPG-AM-FM Atlantic City, N. J., received the blessing of the National Labor Relations Board in a decision handed down last Wednesday.

The board directed elections among those employes—but excluding the program director and continuity-traffic supervisor—within 30 days to determine whether AFRA (affiliated with Associated Actors and Artists of America, AFL union) would represent them. WFPG-AM-FM is licensed to the Neptune Broadcasting Co.

NLRB rejected the petition to include salesmen and office clericals in one unit with announcers and board specialists, claiming it "clearly does not conform to the well-established bargaining pattern in the radio broadcasting industry." Separate units were directed. But it held, in the case of news broadcasters, interviewers and other specialists, that their "interests and duties are sufficiently similar" to those of announcers and board operators.

Disaster Grants

FIRST authorizations in the new Disaster Communications Service were announced by FCC last week [BROADCASTING • TELECASTING, May 28]. The first two disaster stations are KMAA2, issued to the City of Santa Cruz, Calif., and KOAA2, licensed to Paul A. Hodges, chief of radio communications for Maricopa County civil defense, Phoenix, Ariz. The Santa Cruz license covers use of one fixed station, 10 portable and four mobile units, based at police department headquarters. The Phoenix license covers one fixed station, 19 portable and 28 mobile units. Disaster stations are assigned in the 1750-1800 kc band.

FOR FINEST TAPE RECORDING

KICA
Clovis, N. M.
USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

KPFA(FM) RETURNS

Listeners Give Support

KPFA (FM) Berkeley, Calif., a listener-sponsored FM station that folded for lack of finances nine months ago, is back on the air with a stronger voice, a new bank account and high hopes that the enterprise can now continue successfully.

A committee of 300 volunteers has been soliciting funds from listeners and San Francisco Bay area residents interested in the station's program policies ever since the enterprise stopped operations last September. They raised $34,000 and a new 16 kw transmitter in the Berkeley hills.

General Manager Lewis Hill, a former Washington newscaster, said that if the station can get as much support from listeners in its new expanded broadcast range as it did from its former limited audience it will have sufficient funds to maintain operation.

ORDER HEARING

On KCIJ Transfer Request

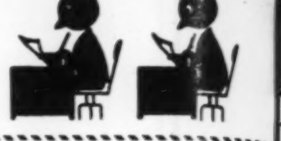
THE FCC has ordered hearings on an application for transfer of KCIJ Shreveport, La., from Southland Broadcasting Co. to Frequency Broadcasting Co. The hearings will be held in New Orleans July 23.

Issues to be considered in the hearing are the methods of financing of Southland Broadcasting and "full information as to all contracts, agreements or understandings" between Southland and Frequency Broadcasting Co. respecting construction and operation of KCIJ.

The Commission order states that the hearings will attempt "to determine whether the public interest, convenience and necessity would be served by grant" of the application. Also to be considered at the same hearing is Southland's application for a license for KCIJ.

BOARD of directors of Philco Corp. has declared regular quarterly dividend of 40 cents per share on company's common stock payable June 12 to holders of record June 4. Also declared was regular quarterly dividend of 93¾ cents per share on preferred stock, 3¾% Series A, payable July 1 to shareholders of record June 15.

FCC actions



JUNE 1 THROUGH JUNE 7

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 1 Decisions . . .

BY THE COMMISSION EN BANC

Extensions Granted

Granted temporary extensions of licenses to following stations for period ending Sept. 1:

KPIX-TV San Francisco; WISR-FM Butler, Pa.; WFPL Louisville, Ky., and TV pickup KA-3429 (Balaban & Katz) area Chicago.

June 1 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

WINZ Hollywood, Fla.—Mod. CP to change hours operation, power etc. to increase power from 50 kw-D 1 kw-N to 50 kw-D 10 kw-N AMENDED to change location from Hollywood, Fla. to Hollywood-Miami, Fla.

AM—1420 kc

WKSR Pulaski, Tenn.—CP to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-DN and change trans. location AMENDED to change from 580 kc to 1420 kc 1 kw unl. DA-N etc., omitting trans. location change.

Renewal of License

Following stations request renewal of license: WHBB Selma, Ala.; WHOB Gardner, Mass.; WJBK Detroit, Mich.; WICY Malone, N. Y.; WMGW Meadville, Pa.; WCVA Culpeper, Va.; WBOE Cleveland, Ohio; KRVM Eugene, Ore.

Modification of CP

WJWL-FM Georgetown, Del.—Mod. CP new FM station for extension of completion date.

WLBJ-FM Bowling Green, Ky.—Mod. CP authorizing changes in FM station for extension of completion date.

WSPE (FM) Springville, N. Y.—Mod. CP new non-commercial FM station for extension of completion date.

CP to Replace CP

WJKO-FM Springfield, Mass.—CP to replace CP authorizing new FM station.

CP to Change ERP

WRHI-FM Rock Hill, S. C.—CP to change ERP from 9.4 kw to 2.15 kw.

June 4 Applications . . .

ACCEPTED FOR FILING

License for CP

KILA Hilo, Hawaii—License for CP new AM station.

KNAL Victoria, Tex.—License for CP to change hours operation and install DA-N.

Modification of CP

WABA Aquadilla, P.R.—Mod. CP new AM station for extension of completion date.

AM—1440 kc

KDNT Denton, Tex.—CP to change from 1450 kc 250 w to 1440 kc 1 kw-D 500 w-N DA-N and install new trans.

CP to increase ERP

KPFM Portland, Ore.—CP to change FM station to increase ERP from 1 kw to 3.33 kw, ant. height to 904 ft and change ant. system.

Renewal of License

Following stations request license renewal: KDRS Paragould, Ark.; WMJM Cordele, Ga.; KRUS Ruston La.; WOLF Syracuse, N. Y.; WFLB Fayetteville, N. C., KNEL Brady, Tex.

APPLICATIONS RETURNED

Following applications for license renewal RETURNED: WTBF Troy, Ala.; KSYC Yreka, Calif.

WZOB Ft. Payne, Ala.—RETURNED application for assignment of license to Glenn M. Gravitt.

KEVA Shamrock, Tex.—RETURNED application for assignment of license to new partnership.

June 5 Applications . . .

ACCEPTED FOR FILING

AM—1570 kc

Latrobe, Pa.—Clearfield Bcstrs. Inc. application for CP on 1480 kc 500 w D AMENDED to change from 1480 kc to 1570 kc 250 w D and change type trans.

Modification of CP

WLCS-FM Baton Rouge, La.—Mod. CP new FM station for extension of completion date.

KRMD-FM Shreveport, La.—Mod. CP new FM station to change ERP and ant. height.

June 6 Decisions . . .

BY THE COMMISSION

Designated for Hearing

Don H. Martin, Salem, Ind.—Designated for hearing in Washington re application for new station on 1220 kc 250 w D; made WINN Louisville, Ky., party to proceeding.

Authority Granted

WCBC-FM Anderson, Ind.—Granted authority to remain silent for 60 days from May 30 on condition that station maintains and operates obstruction lighting equipment on ant. structure in accordance with rules.

Extension Granted

WTAW College Station, Tex.—Granted extension of authority for 30 days from May 31 to operate with reduced power of 700 w, pending repairs.

ACTION ON MOTIONS

By Comr. E. M. Webster

Brazoria Bcstg. Co., Freeport, Tex.—Granted motion in behalf of Brazoria Bcstg. Co. to take depositions on June 7, in Angelton, Tex.

Brazosport Bcstg. Co., Freeport, Tex.—Granted motion in behalf of Brazo-

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PRECISION FREQUENCY MEASUREMENTS
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Aptos, California Aptos 5532
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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*Member AFCCE**

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Washington, D. C. REpublic 3984
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Dallas, Texas Seattle, Wash.
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AM-TV BROADCAST ALLOCATION,
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(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication
and Television Systems
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New Rochelle 6-1620

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11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

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port Bcstg. Co. to take depositions on
une 8 in Freeport, Texas.

WGBA Columbus, Ga.—Granted peti-
on for continuance of hearing in pro-
eeding upon application from June 12
Ju'y 12 in Columbus.

KFSA Ft. Smith, Ark.—Granted peti-
on fcr extension of time to June 18
which to file exceptions to initial
ecision released in proceeding upon
pplication.

**KXLA Pasadena, Calif. and FCC Gen-
ral Counsel**—Granted petitions re-
uesting that transcript of hearing in
roceeding re application for mod. li-
ense and re order to show cause
irected to KXLA be corrected so as
incorporate therein various changes
t forth in their petitions.

By Examiner James D. Cunningham

KWBR Oakland, Calif.—Granted petition for leave to amend application so as to furnish current populations within areas involved in proposal, together with detailed information concerning site problem involved, nonavailability of another suitable site, and agreement to adjust any reasonable complaints which might arise by virtue of blanket area interference; removed from hearing docket.

By Examiner Basil P. Cooper

Robert C. Crabb, Los Angeles, Calif.—Granted petition for extension of time to July 2, to file proposed findings and conclusions in proceeding upon his application and that of Telanserphone Inc., Los Angeles.

WELS Kinston, N. C.—Granted petition for continuance of hearing from June 4 to July 9 in Washington in proceeding upon their application and that of WFTC Kinston, N. C.

By Examiner Elizabeth C. Smith

Telanserphone, Inc., Washington, D.C.—Granted petition for extension of time from May 29 to June 29 for filing proposed findings of fact and conclusions of law in proceeding upon application for CP in domestic public land mobile radio service.

Capitol Radio Enterprises, Sacramento, Calif.—By memorandum opinion and order denied petition requesting that place of hearing in proceeding upon application and that of Radio California, Sacramento, be changed from Washington to Sacramento, and to adjust hearing date.

By Examiner Leo Resnick

Western Bcstg. Assoc., Modesto, Calif.—Granted petition insofar as it requests a continuance of hearing on engineering issues in proceeding upon application and that of West Side Radio, Tracy, Calif. and denied insofar as it requests that a date be established for hearing on engineering issues shortly after commencement of hearing on proposed allocation of TV channels now scheduled for July 9. Ordered that hearing shall be held with respect to non-engineering issues on June 25 at Modesto, Calif., and June 27 at Tracy, Calif., and that hearing with respect to engineering issues shall be held in Washington at a date subsequent to July 9 to be hereafter specified.

KOPR Butte, Montana—Granted petition requesting that record be reopened for purpose of receiving evidence with respect to services available to areas and populations which KFXD Nampa, Idaho, proposes to serve; further hearing to commence on June 7 in Washington, D. C.

WNDB Daytona Beach, Fla.—Granted petition for leave to amend application by specifying 1150 kc in lieu of 550 kc and removing application, as amended, from hearing docket.

ACCEPTED FOR FILING

AM—1550 kc

WHBS Huntsville, Ala.—CP to change from 1490 kc 250 w to 1550 kc 10 kw-D 500 w-N and install DA-DN and new trans. AMENDED to change from 10 kw-D 500 w-N to 1 kw-D 500 w-N and change DA-D pattern etc.

June 6 Applications . . .

Modification of CP

KSRT (FM) Beverly Hills, Calif.—

(Continued on page 96)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman for local accounts. Draw and commission. Texas station. Box 835J, BROADCASTING.

Salesman with technical training and broadcast station experience to sell complete maintenance supplies. Also some new equipment items majoring tape recording equipment, radio stations, universities, armed services. Cover wide area. Box 938J, BROADCASTING.

Wanted: Experienced radio time salesman. Midwest station exclusive market. Draw against commission. Block of accounts to start. Car necessary. Send photo, reference in first letter. Write Box 960J, BROADCASTING.

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with supervisory ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 17K, BROADCASTING.

Wanted: Senior salesman, progressive, local market. Car necessary. Draw and commission. Send recent photo, sales record and reference to: WCSI, Columbus, Indiana.

Opportunity for aggressive commercial manager 250 fulltime affiliate applying 5 kw. Expanding market. Fifteen year old station well in the black. Experience, integrity. References required. WFTC, Kinston, N. C.

The Norfolk area is the 26th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman who should earn $7,000 to $10,000 yearly. You will be paid a good drawing account against 15% commission and get a number of accounts to start. No floaters or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

Announcers

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications, and audition to Box 778J, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 927J, BROADCASTING.

Announcer for midwest AM-TV operation. Must have at least three years experience. Send disc and letter with qualifications and references to Box 947J, BROADCASTING.

Wanted: Combo man, emphasis on announcing. We are going fulltime and need more help. Good pay, forty hours, vacation plus yearly bonus. If you think you can qualify for this position, send photo and disc immediately. Box 966J, BROADCASTING.

Experienced announcer with ticket. Pleasant small city. Good conditions. Above average wage for non-metropolitan. Systematic raises for permanent man. Long established network affiliate Minnesota. Airmail experience record to Box 977J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in first letter. Box 978J, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt California station. Experience unnecessary $60.00 start, increases to $75.00 for 48 hour week. Box 994J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants announcer with ability to sell and entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plenty opportunity to increase it by producing results for station. Box 18K, BROADCASTING.

Announcer-engineer. First phone. Experienced owners. No NBC dress but CBS quality. Could use sports experience. Starting salary above average. Contact immediately. KARE, Atchison, Kansas.

250 watter has opening for combination engineer-announcer. No war industries, no housing shortage, low rent, low cost of living, extra good working conditions. Emphasis on announcing. Experience not necessary. Write or wire KIHN, Hugo, Oklahoma.

Wanted—Combo man, first phone. 1000 watt, fulltime, Mutual. Send disc, salary requirements, KIOX Bay City, Texas. Also opening, experienced chief.

Announcer-chief engineer needed immediately. Chief who can do outstanding announcing job on part shift can draw top money. Write and compare wages and future with what you are now making. Please, no youngsters. We are looking for men with ability and five years or more experience. Contact J. A. Shepherd, KNCM, Moberly, Mo.

Announcer. Happy. Aggressive upper midwest newspaper affiliate wants experienced man with authoritative news style. Fine community and adjacent to Ten Thousand Lakes area. Send disc or tape (return guaranteed), photo, resume of experience to Program Director, KNUJ, New Ulm, Minnesota.

July opening good announcer, first ticket, experienced. Guarantee $280.00 start; furnished station apartment $35. Unexcelled fishing, elk hunting. Rush disc, photo, history. KPRK, Livingston, Montana.

Announcer, single. News, adroit DJ, impersonations. Build as local personality. Write WAND, Canton, Ohio.

Announcer, first phone, for small town regional independent. Dependable man, clean habits. Send resume, disc, salary requirements. Silas West, WAVL, Apollo, Pennsylvania.

We want an experienced announcer-engineer. What do you want? Contact WBIP, Booneville, Miss.

Two all-round announcers for immediate employment. Must be fully experienced and qualified for top paying job to begin and salary advanced on ability. Phone Manager, WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Disc jockey experienced, music, news. Even better if have car and can sell. Photo. WEAT, NBC for the Palm Beaches, Lake Worth, Florida.

Experienced combination man. Highest pay in state. Wire or call WICY, Malone, N. Y.

Wanted: Announcer with first phone, $80.00 per week. Prefer single man. WIRB, Enterprise, Alabama.

Announcer-engineer. Good working conditions. Opportunity of promotion to chief engineer. Send disc, qualification and salary requirements. WMLT, Dublin, Ga.

Help Wanted (Cont'd)

All-round announcer for 1000 watt, clear channel station unusual in coverage and sales. Must be experienced, competent. Strong on newscasting and capable of handling all types of shows. Will pay up to $75.00 week for right man. Send complete details of education, reference, experience, photo and disc to Program Director, KNUJ, New Ulm, Minnesota.

Experienced announcer in news, commercial and general staff duties. Excellent opportunity to right man. Furnish complete data, including experience, references, disc and salary requirement to Marshall Rosene, WSAZ, WSAZ-TV, Huntington, West Virginia.

Technical

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. $50.00 for forty hours, WINR, Binghamton, N. Y.

Network station, large Texas market, needs engineer with sound training and stable temperament. Box 928J, BROADCASTING.

Engineer first phone needed at 1000 w. CBS station in western Pennsylvania. Good salary. Box 968J, BROADCASTING.

Engineer-announcer, preferably from south, having sales, program or management aspirations. Small market station. If necessary will sell stock with guaranteed return to right man. Must be able to adjust to small city conditions and hard work. Box 971J, BROADCASTING.

Southern network station will pay $75.00, 44 hours for good combo man. Must have 1st ticket with good voice. Box 972J, BROADCASTING.

Engineer—Immediate opening for combination man with first class ticket. Experience not essential, but desirable. Congenial organization — 1000 watts—Michigan. Box 997J, BROADCASTING.

Chief engineer for 5 kw RCA CBS station two tower directional. $380. per month 44 hour week. KGVO, Missoula, Montana.

First class operator needed immediately for progressive 250 watt network station. Experience not necessary. Call Bill Davis, KTRY, Bastrop, La.

Engineers with first class tickets needed now. KTSW, Mutual in Emporia, Kansas. Fifty dollars weekly to start. More if you can announce.

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

First class engineering openings, WFPG, Atlantic City, CBS-TV applicant. Contact Blair Thron, 5-2188. WFPG, World's Famous Playground.

Engineer with 1st class ticket wanted immediately by progressive 250 watt station. No better working conditions anywhere. Must be able to take short announcing shifts. Can pay $55.00 weekly or open. Phone or wire collect, Radio Station WFUN, Huntsville, Alabama.

Immediate opening for licensed engineer, preferably experienced. Desire interview if possible. 5 kw ABC affiliate. Contact Chief Engineer, Station WGH, Newport News, Va.

Have opening for transmitter engineer first phone. $200 a month free insurance plan. Good working conditions. Contact Tim Marsh, WHAL, Shelbyville, Tenn.

Help Wanted (Cont'd)

Control operator first class license. Experience not necessary. $52.00 for hour week to start. Send photo, references to F. E. Lackey, WHOP, Hopkinsville, Kentucky.

Opening for combination engineer-announcer. Contact Chief Engineer or Program Director at WMFT, Florence, Alabama. Good working conditions, advancement, network station. Needed immediately.

Transmitter engineer. Immediate opening. Car necessary. No studio work or announcing. $50.00 for 40 hour week. WPAG, Ann Arbor, Michigan.

Announcer. First class ticket required. Starting $60.00. WPUV, Pulaski, Virginia.

First class operator wanted immediately. Permanent job. Experience desirable, but not essential. WRRF, Washington, North Carolina.

Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. 678J, BROADCASTING.

AM-TV station in midwest needs continuity writer capable of working into production. Send references and sample copy at once to Box 946J, BROADCASTING.

Program director for midwest 5 kw with accent on sports, news, farm. Predominately local programming. Little network. Send full details first letter. Box 965J, BROADCASTING.

Newsman topflight editor, reporter, newscaster. Local news gathering and writing experience essential. Five thousand watt midwestern network affiliate. Include full details and state salary expected. Confidential. Box 985J, BROADCASTING.

Top salary for experienced copywriter. Forward details to KOEL, Oelwein, Iowa.

Copywriter—25-year old CBS affiliate offers real opportunity immediately for writer of copy that sells. Send complete information to Lloyd Loers, WTAD, Quincy, Illinois.

Situations Wanted

Managerial

Manager—sales manager, 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Desire change to larger station. Qualifications; assistant manager, program director, accountant, top flite announcer. 10 years experience. 2 weeks notice. Box 975J, BROADCASTING.

Announcers

Sportscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently dropping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

Experienced announcer, single, veteran, 25. Two years experience all phases. All replies answered promptly. Tape air check available. Box 666J, BROADCASTING.

Morning man, 8 years experience. Highest ratings, commercially successful. Presently employed, family man. Not "run of the mill"—unusual features. Strong family appeal. $750 minimum, personal interview only. Box 837J, BROADCASTING.

Announcer-control board. Limited experience. Heavy on news and commercials. Prefer east coast. Draft exempt, married. Disc available. Box 912J, BROADCASTING.

Here's a switch! Experienced college grad newscaster with top Hooper rated show on 5 kw wants to return to his first love, sportscasting. No gadabout. Married, with family. No preference on size of station or community. Prefer warm climate. Box 920J, BROADCASTING.

Situations Wanted (Cont'd)

solutely thoroughly experienced ma-
re announcer available. News, morn-
g show, staff. Box 930J, BROAD-
STING.

nouncer, colored, excellent voice,
omotional ideas, disc on request.
x 932J, BROADCASTING.

nouncer, 29, married, draft exempt.
ideas from polkas to pops. Can do
phases. Prefer midwest or south.
x 936J, BROADCASTING.

y-by-play, sportscaster. Former
ll known college football, baseball,
sketball player, heavyweight boxing
d wrestling champion; professional
aying, coaching, officiating, scouting.
ember American Football Coaches
sociation. Personally acquainted with
ayers, coaches, officials. In brief an
ceptionally broad, technical, expert,
thoritative working knowledge all
orts. Excellent public relations, color,
lib. Education: B. S., M. A. plus;
ajors: English, psychology, sciences,
siness administration and economics.
mily man, sober, adaptable, depend-
le, mature. Draft exempt. Box
J, BROADCASTING.

f announcer, newscaster, news-
iter, continuity-writer, DJ and con-
le operator would like a step up,
ve years metropolitan newspaper and
dio experience. Originated local
ws broadcasts in 280 thousand mar-
ting area. Write Box 981J, BROAD-
STING.

base will bring thoroughly sea-
ned, versatile announcer. Outstand-
g record on any type show including
orts. Now with top-Hooper CBS
filiate. Desire change of climate.
efer California, Oklahoma or Texas.
x 983J, BROADCASTING.

ung married man with auto desires
Calif. position, either as straight
wscaster or combo work. 1st phone.
er 16 mos. exp. all combo with heavy
ws. For tape, letter and photo, write
x 986J, BROADCASTING.

wsman—Definite cut style of de-
ery, precise, authoritative; interested
promotion only. All inquiries an-
ered. Box 987J, BROADCASTING.

nouncer—Six months experience.
ailable immediately anywhere. All
plies answered promptly. Tape, photo
ailable. Box 989J, BROADCASTING.

f announcer. Single, 28, currently
ployed. Two years experience, ca-
ble and sincere. Available two weeks
tice. Box 991J, BROADCASTING.

ortscaster-baseball play - by - play,
sketball, fights-announcer, control
ard operator. Draft exempt. Travel.
x 993J, BROADCASTING.

nted. New and permanent location
announcer with first class license.
rried. Three and one-half years
perience. Strong commercial and
ws. Good informal shows. Pleas-
voice. Presently employed. De-
ls, photo and disc upon request. Box
J, BROADCASTING.

ention New York, Jersey, Conn.—
nouncer three years experience
ailable personal audition July 5-13.
family, draft exempt. Now em-
yed but want to relocate. Have
rked affiliate and independent. Oper-
board. Minimum $75.00. Box 999J,
OADCASTING.

m director—Experienced farm writ-
and radioman who can put together
deliver interesting-timely farm
grams. Now employed, interested
promotion only. Box 988J, BROAD-
STING.

patch sportscaster. 6 years experi-
ce doing play-by-play of high school,
llege and professional football, base-
ll, basketball and boxing. Network
ality. Married and draft exempt.
cellent references. Box 5K, BROAD-
STING.

nouncer 6 years radio. Seeking spot
east. Strong news, commercial, DJ.
aft exempt. Box 6K, BROADCAST-
G.

rtscaster, radio, TV, major league
eball, football, basketball. Draft
mpt. Box 7K, BROADCASTING.

nouncer—Capable, personable, news,
rts, disc jockey. Control board
erator. Draft exempt. Seeks sta-
n with opportunity. Travel short
tice. Resume—disc available. Box
, BROADCASTING.

nouncer, capable, competent all
ses program copy. Familiar con-
l board operator. Single, draft ex-
pt. B.A. Degree, English. Will
vel. Disc-resume available. Box
, BROADCASTING.

lly DJ, staff announcer, 5 years
perience, age 28, employed. Box
, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-engineer will do either or both. Family, draft exempt, eastern section preferred. Box 19K, BROADCASTING.

Morning man, showmanship, deep voice, 6 years. Draft free. Anywhere. Telephone 705-W. Morganton, N. C.

Specialist in newscasting, news analysis; 25 years editor, reporter, publisher, copywriter. Veteran Wars I & II. Single. No liquor. Member Elks, Shrine. Churman. Pro athlete—football, boxing. Ex-Rotary president. Mixer. Height 64, weight 250. Physically perfect. Available three weeks. South only. Salary starting $100 and car expense. Univtrsity education. Karl Broadley, Portales Tribune, Box 779, Poratles, New Mexico.

Action please! Competent, dependable announcer. Permanent for right station. Thoroughly experienced, network, indie. Married, draft exempt. Good disc jockey. Know music, jazz or sentimental. Sell music, not idle chatter. Reply to Gregory, 806 South St. Vrain, El Paso, Texas, stating salary, other particulars.

Announcer-cbo. Pecent broadcast school graduate, desires experience opportunity progressive station. Dependable, married veteran. Resume, disc available. Paul Hamilton, 378 West End Avenue, New York 24, New York.

Announcer-program director: 7 years experience, all phases. Married, two children, northeast preferred. Write Bob Holmes, Lupinwood, Greenfield, Mass.

Woman, college trained, some experience. Specialties announcing, news, poetry, children's stories. Low voice. Willing, ambitious. Available. Madeline McLean, 107 St. Botolph St., Boston 16, Mass.

Announcer disc jockey also studio, transmitter: experienced. First phone license, draft exempt. Waiting army discharge, ready July 1. Desire work within 100 miles of N.Y.C. Mr. Ed Mitchell, 528 East 29th Street, Paterson, N. J.

Top experienced announcer-engineer looking for permanent roost. Strong on DJ, news, MC, sports, telephone programs. Good mail pull. Good socko delivery with voice that sells the women. $100 per week. Leave immediately. Wire or phone George E. Morey, 163 North West St., Carlisle, Pa. Phone Carlisle 2019W.

Technical

Holder first phone, inexperienced, 44, wants technical position in northwest preferably. Box 931J, BROADCASTING.

Northeast-midwest: Licensed engineer, six years experience, exempt, without car. $55 minimum. Permanent. Box 933J, BROADCASTING.

Combo. First phone. 6 months experience DJ, news, staff. Employed California. Vet, 23. Prefer east or south. $70.00. Radio school. Box 937J, BROADCASTING.

Chief engineer: Qualified consulting engineer. Recently sold my business. Desire long term connection. No objection small station provided it has growing pains. Age 38, married, family. References. Minimum $375. Box 961J, BROADCASTING.

1st phone license, colored, references, good education, single, veteran, travel, no experience. Box 962J, BROADCASTING.

Engineer—twelve years diversified experience broadcasting. First class license. Thirty. Family. Employed metropolitan New York. Seeks broadcasting or related work requiring imagination. creative ability, relief from stupefying routine. Highest references. Will relocate. Box 963J, BROADCASTING.

Engineer GI. First class phone. Extensive radio and TV training, seeking small west, southwest AM station employment. Box 973J, BROADCASTING.

First class phone, age 26, single, draft exempt, D.M.S.R.A. graduate, now employed, available two weeks. Box 11K, BROADCASTING.

Chief engineer, 14 years broadcast 250 to 5 kw. Last 4 years chief 5 kw. Married, family, car. Prefer east or southeast, but will consider anything with future. Box 980J, BROADCASTING.

Engineer—Veteran, married, one child, desire permanent position with progressive station in Ala., Fla., Ga. Presently employed. Have car. Box 984J, BROADCASTING.

Situations Wanted (Cont'd)

No theory whiz but good practical engineer with over fifteen years experience as operator, assistant chief and chief engineer. Now employed. Desires permanent transmitter position with large station or will consider chief position in small progressive station. Box 990J, BROADCASTING.

Chief engineer-announcer. Available July. Not know-it-all, still learning. Two years experience, married, children, veteran. Presently employed $100. Write Box 2K, BROADCASTING.

1st phone, veteran, single, now employed, salary, hours first contact. P. O. Box 1374, Cedar Rapids, Iowa.

Twenty years experience. Highly qualified. Permanent south, southwest. $4800 minimum. Box 14K, BROADCASTING.

Engineer with 6 years experience in remotes, studio, all types of recordings. Vicinity of New York preferred. Will consider others. Car; married. Box 16K, BROADCASTING.

Chief engineer for seventeen years with same 5 kw network station desires change. Experienced all phases maintenance and from building of composite transmitter to directional operation. Remotes to janitor work. Record will stand closest inspection. Northwest or upper midwest only. Salary, size of station or city not important. No announcing. Box 20K, BROADCASTING.

Radio-telephone first class. Radio school graduate. Single. Draft exempt. Presently employed. Prefer the west. P. O. Box 212, Hollywood 28, California.

Production-Programming, others

Program director or announcer-entertainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director including air work at smaller station, preferably in midwest or southwest. Write Box 787J, BROADCASTING.

Copy, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

Newscaster-editor. Four years experience, including 2½ years air work. Currently employed network newsroom. Seek return to broadcasting. College journalism degree. Draft exempt. Box 899J, BROADCASTING.

Newsman, two years newspaper experience. Two years radio news experience. Can write, edit, read authoritatively. Also interested in daily sports program and sports play-by-play. One year staff experience. Box 964J, BROADCASTLNG.

Experienced: Radioman in regional independent net stations. Presently employed as news editor-program director. 3½ years rounded experienced in all but sports department. Prefer changing to class A or B station in or near metropolitan area as staff announcer or newsman. Box 976J, BROADCASTING.

PD put station on air and in black. Looking for bigger job. Box 995J, BROADCASTING.

Program director. Experienced. 14 years in radio—all phases including sales. With present company 10 years. Among top stations in country. No further chance for advancement, 31, family man. College. Can't move for less than $200 weekly. Interested only in progressive station with good future. Box 3K, BROADCASTING.

Newscaster-editor: Authoritative, personable delivery. 5-years radio news: rewriting, reporting, broadcasting. Plus previous newspaper experience. Degree. Family. Dependable. Want 1st-rate News Conscious station. Now employed international broadcasting. Highest references. Box 4K, BROADCASTING.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Robert Williams, 1445 N. Minneapolis, Wichita, Kansas.

(Continued on next page)

FOLDING MONEY
FOR FM
EQUIPMENT

Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitors, coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantle complete stations. We want bargains . . . real fire sale deals . . . but it can mean some recovery if your FM equipment not in service.

Maybe we can trade you some AM equipment?

We Want—

REL 646 FM receivers
Any make of STL equipment
Music record libraries
New, spare transmitting tubes
Microphones, consoles, turntables
AM frequency monitors

ELECTRONIC SERVICE CORPORATION also buys military surplus electronic equipment in teletype, carrier telephone, AN/TRC-1, ARC-1, and ARC-3 equipments.

FOR NEW RAYTHEON SPEECH EQUIPMENT AND ANTENNA TUNING UNITS GET OUR LIST NOW.

Available now . . immediate delivery

General Electric YDA-1 noise and distortion meters, brand new, at $300.00 each
General Radio AM modulation monitors, brand new, $475

ELECTRONIC SERVICE
CORPORATION

431 West Jefferson
Louisville, Kentucky

Steve Cisler
of WKYW
Clay 4811

Situations Wanted (Cont'd)

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Married, two children. Box 13K, BROADCASTING.

Program director—Eleven years radio experience. References. Draft exempt. Married. Available on three weeks notice to present employer. Box 212, Los Angeles 28, California.

Television

Announcers

Television newscaster-narrator desires permanent change. Northeast only. Family man. Disc, photo, references. Box 15K, BROADCASTING • *TELECASTING.*

Technical

Interested in TV cameraman, taking SRT course, will consider all offers as I am a beginner and willing to learn. I have a keen knowledge of sports and draft exempt. Box 992J, BROADCASTING • *TELECASTING.*

Production-Programming, others

Commercial office man, handle sales, purchasing, credit, film correspondence, personnel records. Now TV employed. Radio commercial office background. Details. Box 974J, BROADCASTING • *TELECASTING.*

Topnotch radio man desires switch to TV. Six years experience in production, direction, promotion, engineering, sales. Excellent program ideas. What can you offer? Box 982J, BROADCASTING • *TELECASTING.*

For Sale

Stations

Southern, network 250 w. Fulltime station. Outright sale including property and building. Located in fastest growing market in the south. A real money maker. Box 969J, BROADCASTING.

For sale—Established network station in highly desirable southwestern city. Station enjoys high Hoopers and large gross. Profits are satisfactory. Owner developing new, larger property. Will gross $150—$200,000 this year. Sharply higher than last year. Priced for quick sale—$97,500. Box 996J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

New and used radio towers. Immediate shipment. Also limited quantity new #10 bare copper ground wire. Available for immediate delivery 175 foot insulated self-supporting Truscon tower. Box 826J, BROADCASTING.

Truscon H-30 2950 foot tower GE 2-bay **FM** antenna. 1 kw GE FM transmitter, limiter, Magnecorders. 1, 2 and 4 channel Collins—WE remote amplifiers, model G-2 Rek-O-Kut transcription cabinets with W. E. arms equalizers. Preamps. Best offer takes any or all. Location northern Ilinois. Box 881J, BROADCASTING.

For sale: 3 kw Federal FM transmitter with GE frequency and modulation monitor. Box 967J, BROADCASTING.

For sale—RCA radio mike BTP-1A. Good condition. Used only eight hours. $175.00 complete. Box 1K, BROADCASTING.

For Sale (Cont'd)

For sale—One 250 Raytheon transmitter in excellent condition. Used 2 years before switching to kilowatt. Extra set of new tubes. $1800. KWED, Seguin, Texas.

Presto 6-N Ser. No. 1963 recorder in 1-B case. Excellent condition. Choice of inside or outside feedscrews. $325.00. Alvo Recording, 51 W. 3rd St., Williamsport, Penna.

Western Electric type 23C studio consolette with power supply. Good condition. $400 F. O. B., Boston, Mass. WBZ, Boston, Mass.

Complete equipment for 1 kw FM station including REL transmitter, monitor, console. Write for complete inventory. WJJW, Wyandotte, Michigan. Ready now.

Radio Craftsmen RC-10 AM-FM tuners. New. Factory warranty. Limited quantity. Special price $110.00, cash with order. Companion RC-2 amplifiers. 10 watt 500 ohm output. $35.00. Alvo Recording, 51 W. 3rd, Williamsport, Penna.

Microwave equipment. Three General Electric TL-1-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for studio- transmitter video links. Also one 240 foot and one 200 foot guyed relay towers. One General Electric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

For sale—PT900R1 Presto portable tape recorder, used as demonstrator approximately 15-20 hours, 50 ohm inputs; Brook 10D 30-watt amplifier; Altec 323B amplifier; Presto L2 playback amplifier-speaker unit; two 6N recording cases; new PT6-EL loop mechanism; new PT6 MA case; Presto 10A turntable; Presto 6N disc recorder. All in good condition; Shipping charges COD. Mastertone Recording Company, Box 1060, Des Moines, Iowa.

Wanted to Buy

Equipment etc.

Wanted—Used studio console. Must be in good condition. KSWA, Box 749, Graham, Texas.

Will buy any good one kw transmitter, air cooled. Contact KTRN, Wichita Falls, Texas.

Want to purchase 1 kw or 3 kw FM transmitter without accessories. Quote price first letter. L. Riddle, Chief Engineer, WDSU, 520 Royal Street, New Orleans.

Employment Service

RADIO PERSONNEL

Wanted: topflight announcers Morning DJ personality, engineers combination engineer-announcer salesmen, copywriters boys or girls. Top stations, Top pay.

BERT ARNOLD

Keene Road,
Clearwater, Florida

I am placing better men with better stations everywhere every day.

TWO
California Regionals
One Network—Other Independent
Either Station—$175.000.00

Independent

Located in one of California's richest agricultural and manufacturing areas, this fulltime independent is well established—doing large volume—only fair profit which can be increased with minor adjustments. Stock or physical assets available and there are advantages either way which we can discuss. Ideally located for year-round living. Price $175,000.00—half cash, balance three years.

Network

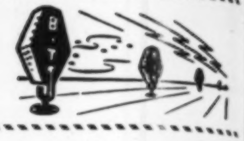
Likewise in rich location—beautifully equipped—good network affiliation—high annual gross—excellent yield on investment. Growth factor is steady and economically sound. Competition average. Ideal for two partners. Price $175,-000.00 with majority at time of sale.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg.	Harold R. Murphy Tribune Tower	Ray V. Hamilton 235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Milestones



► WKNE Keene, N. H., has started its 25th year of broadcasting. An anniversary booklet issued for the celebration traces the growth of the station from a 10 watter to its present status as a 5 kw CBS affiliate. A contest, "What Radio Means To Me," is being run among local schools with a first prize of 25 silver dollars. Also being celebrated is the dedication of WKNE's new Westinghouse transmitter.

* * *

► Hershey Hirsimaki, transmitter engineer for WGAR Cleveland, has marked his 22d anniversary in radio.

* * *

► WNHC-TV New Haven completes its third year of operation today (Monday), and planned to celebrate with a half-hour birthday party telecast featuring station talent and local and state business and political leaders. Coincident with the anniversary observance, President Patrick J. Goode announced the purchase of property, adjacent to the WNHC-TV studios, for construction of additional office and studio space.

* * *

►WSAI Cincinnati's *Junior Town Meeting* closed its eighth season May 15 with a trans-Atlantic broadcast. During an average season, 31 schools participate in the youth program series. The John Shillito Co. has been the sponsor of the program since its beginning in 1943. The company uses only institutional-type commercials.

* * *

► U. S. Marine Band from Washington last Saturday trumpeted the 20th anniversary of its program, *Dream Hour*, on NBC. The anniversary program featured congratulatory messages from Joseph McConnell, NBC president, and Ken Banghart and Norman Brokenshire, NBC staffers on the Marine Band program early in their careers.

* * *

► KPOR (FM) Riverside, Calif., is increasing its power from 10 kw to 120 kw as its AM affiliate, KPRO Riverside, enters its 10th year of service.

* * *

► CHNS Halifax last month celebrated its 25th anniversary and growth from a 100 w station to a 5 kw station. Special programs and local promotion marked the event.

Lightning Hits WKRS

WKRS Waukegan, Ill., was off the air one and one-half hours last Monday after lightning hit the transmitter and burned out several condensers. The station, instead of going on the air at 8 a.m., went on at 9:30. The transmitter, repaired by Engineer Murphy D. Hunnicutt, was returned to service at a reduced power with temporary parts until new components were flown in. Station is owned by the Waukegan *News-Sun* and managed by Joseph B. Kirby.

Fashion Note

FCC COMR. Frieda B. Hennock, whose tastes in fashion are impeccable, dressed in a cowgirl costume to attend an outing given a short time ago by Sen. and Mrs. George W. Malone (R-Nev.) near Washington. Miss Hennock's appearance on the occasion was described graphically by George Dixon, columnist for King Features Syndicate. Mr. Dixon reported that Miss Hennock "looked like a horse-borne Dagmar."

STATION WANTED

Station owners. interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

BOX 775J, BROADCASTING

Programs, Promotions

(Continued from page 87)

ver city while he dropped hats with red, white and blue streamers. Lucky finders received new ats from merchant whose name as attached to old hat. Station eports straw hat sales were up or every participating merchant, hat 70% of hats were returned, nd school children had three-color treamers at school.

REETING TO ENGLAND

VORK York, Pa., prepared quarer-hour recorded program describng York's general culture and inustry with greetings from mayor nd other civic leaders, which ayor took on trip to England for resentation to his British hosts. Mayor making trip to repay visit ade last year by mayor of York, England. Recording prepared nder direction of Glenn Brillhart, VORK news director.

PORTS SCOREBOARD

STP-TV Minneapolis-St. Paul, linn., *Horner's Scoreboard*, Mon.-ri., 11-11:05 p.m., sponsored hurs. by Muntz TV. Station's ports director, Jack Horner, gives un-down of last minute scores, sted on blackboard. Headline port stories are sometimes included.

OUGH PROMOTION

ADIO SALES (radio and TV staon representatives), CBS, New ork, sending advertisers folder ith rough sketch of tough-looking haracter on cover with red letters sking, "Tough?" First inside ages show white lettering on red ackground with tough-looking haracter again shown, this time ith gun, and caption, "The tough stomers are easy marks for Eddie rake." Last pages have picture tough character face-to-face ith Eddie Drake, and headline ys "The tougher the better. . . ." opy tells about *The Cases of ddie Drake*, TV film program, d gives information on actors d scripts.

LOWING BUS CARDS

MGM New York installing proation cards using new luminescent lkscreen process called "dayglow" Fifth Avenue buses to highght station sports programming. en thousand window streamers ve been sent to drug stores pointg up Personna Precision Blades' onsorship of *Today's Baseball*. her streamers announcing *The acie Fields Show* on display in ocery stores selling Hovis bread, d others in retail stores to adrtise *Warm-up Time* for TruVal en's wear.

EWSPAPER TELECAST

PHO-TV Phoenix, Ariz., telecast inting of local newspaper, starting in city room and chats with lumnists, sports writers, managg editor, publisher and others in editorial department. Cameras followed copy as it went through chute to composing room with explanation of each process, then into press room where final run took place.

AD REPRINTS

WTRY Albany-Troy-Schenectady, N. Y., sending trade piece with bright yellow cover and phrase: "We've shouted it from the housetops." Inside are reprints of four ads of series appearing in BROADCASTING • TELECASTING, each ad pointing out different and unusual facts about station and market.

BASEBALL TRYOUTS

KRNT Des Moines has begun preparation for sponsoring its statewide Fourth Annual KRNT-Cubs Baseball Tryout Camp and Talent Hunt to be staged July 13-21 in Pioneer Memorial Stadium, Des Moines. Station conducts camp in cooperation with Chicago Cubs, which will send scout-coaches. Al Coupee, KRNT sports director, manages event.

'PROMOTION PLUS'

WDSU New Orleans sends trade and advertisers promotion describing "Promotion Plus" packages offered sponsors through station's dealer calls, all types of advertising, courtesy announcements, dealer mailings and local and national publicity.

SENDS MARKET ANALYSIS

WLAW Lawrence and Boston mailing agencies and advertisers four page pamphlet presenting data on its four-state market. Front cover shows air view of Boston, and back cover has station coverage map.

STATION NEWSPAPER

WCCO Minneapolis-St. Paul, Minn., sending 15,000 families copies of periodically published paper, *WCCO News Parade*. First and last page has news of station with information and pictures about programs, stars, contests and special columnists. Inside spread utilized by food chains for advertising.

The Sign-Off

HIGH school youngster in Muskegon, Mich., capped a busy day (May 24) that began at 5 a.m. and consisted of clipping dispatches from the teletype and helping to select news for WKNK while visiting there to study news handling, by receiving reward of announcing WKNK's sign-off. The weary journalism student's brief announcement: "This is Radio Station WKBZ signing off." WKBZ is 1 kw ABC affiliate operating on 850 kc, whereas WKNK is a 5 kw daytime and 1 kw nighttime MBS affiliate operating on 1600 kc. Both are in Muskegon.

book reviews

TELEVISION AND ELECTRONICS AS A CAREER. Edited by Ira Kamen and Richard H. Dorf. John F. Rider Publishing Co., 480 Canal St., New York, 13.

THIS book, to be published in September, deals with persons active in the fields about which they themselves write. The editors have experience in both television and the broad field of electronics. Mr. Kamen is TV director for the L. S. Brach Corp., and Mr. Dorf is a TV consultant.

Co-authors include R. W. Peterson, assistant manager of the electronics division, Admiral Corp.; J. R. Poppele, vice president, WOR New York; William Bohlke, merchandising coordinator, RCA Service Corp., and Mr. Kamen.

Persons who have made television industry history are profiled in the first chapter. Remaining chapters cover numerous phases of the entire industry.

* * *

RADIO AMATEUR'S HANDBOOK, 28th Edition. Published by American Radio Relay League, West Hartford, Conn. 768 pages. $2.50.

LONG recognized as the standard manual of amateur radio communications, this 27-chapter book covers the field from basic fundamentals to latest techniques in equipment design and construction. The manual can serve as a text, reference or constructional guide.

The first four chapters cover amateur history, electrical laws and circuits, vacuum tubes and high-frequency communication.

The high-frequency transmitter section lays emphasis on TV interference and its elimination. Two completely new chapters cover design types of radiotelephone transmitters and mobile techniques.

More extensive treatment is given antennas and transmission lines and microwave techniques.

* * *

UHF TELEVISION AND UHF-VHF TUNERS NOTEBOOK. By Edward M. Noll. Paul H. Wendel Publishing Co., P. O. Box 1321, Indianapolis. $1.

THIS notebook provides "practical information supplemented with circuit schematics (diagrams), block diagrams and specific data on commercial tuners and proposed allocations of VHF-UHF channels. . . ."

Mr. Noll also has prepared *Television for Radiomen* and *Color Television Notebook*.

Chile Cites Program

FIRST certificate of its kind ever extended to a foreign radio broadcast was meted out to the U. S. embassy in Santiago, Chile, for a program produced by the radio section of the United States Information and Education branch. Comparable to Hollywood's Oscars, the award (Caupolican) carried a certificate lauding it as "the outstanding radio broadcast in Chile during 1950." Presentation was made during a banquet honoring top radio, TV and theatrical performances of last year. Program is titled *La Cadena de la Amistad*.

Western Union Income

NET income of $346,495 in April 1951, after provision of $281,000 for federal income taxes, has been reported by Western Union Telegraph Co. Net income in April 1950, with no provision for income taxes, amounted to $375,054, with an additional profit from the sales of real estate under lease-back arrangement of $251,464, the announcement said. Gross operating revenues for April 1951 totalled $15,788,307, a $1,463,692 increase over April a year ago, it said.

AMES HARPER, representing WEMP Martinsburg Manager Les Golliday, presented membership in National Academy of Broadcasting Foundation by Mrs. Fred Eutzy, chairman of home and garden department of Women's Club of Martinsburg, who commended station's public service programming.

*more LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION

Station	Morn.	Afternoon	Evening	Average
WLBR	10.8	9.2	8.5	9.4
B	4.8	4.3	5.2	4.7
C	.5	.9	2.6	1.4
D	1.0	.7	1.6	1.0

*Robert S. Conlan Survey

WLBR AM FM
LEBANON, PA. • 1000 WATTS •
1270 KC
The STAR MARKET of Central Pennsylvania
REACHES THIS RICH 300 MILLION DOLLAR MARKET IN SIX COUNTIES

POTTSVILLE
READING
LANCASTER
YORK
HARRISBURG
STAR MARKET OF CENTRAL PENNSYLVANIA
WLBR LEBANON

JULIAN F. SKINNELL—Operations Mgr
Represented by RAMBEAU

SALES GAINS
Will Taper Off, NSE Says

SALES gains among hard and soft goods will taper off during the last part of 1951, although sales executives expect an 18.6% increase in business for the whole year, according to a study conducted among 100 leading firms by the National Sales Executives released June 1.

The tapering-off pattern is particularly apparent among sellers of civilian hard goods (radio-TV receivers, household appliances). While they anticipate a total gain of 27.7% for 1951, quarterly sales are expected to slacken off from 40% first-quarter increase over corresponding periods of 1950 to 19.3% for the third quarter.

With respect to inventories, 44.4% of hard goods suppliers said they were higher than normal, with the remaining 55.6% carrying lower-than-normal stocks. Only a handful of sales executives reported any noticeable trend in the shift of employes from selling to defense plant work.

Visits U. S.

FOUR-MONTH study of American radio and television techniques has been undertaken by Jacob den Daas, co-director of AVRO Hilversum, Netherlands station, who arrived in the United States May 23. Mr. den Daas now is on a tour of broadcasting centers throughout the United States.

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

allied arts

DON MACK named Chicago regional TV sales manager, Filmack Trailer Co., Chicago, TV film production firm. He has spent last three years working in production.

AL J. MADDEN, export manager Pacific Brewing & Malting Co. (Wieland Beer), S. F., to Frederic W. Ziv Co., radio show packager, as Northern California sales representative.

RICHARD S. ROBBINS Co., N. Y., package owner of *Win Neighbor Win*, giveaway show, appoints Azrael Adv. Co., Baltimore, to syndicate show.

JOHN P. FOSTER, Ford Bond Radio Productions, commissioned second lieutenant in New York National Guard and assigned as assistant public information officer, 42nd Infantry Div.

PROMOTIONS UNLIMITED, N. Y., established by **DUSTY MILLER** and **JUDY SHEPARD**, to provide low-cost promotion programs for actors "on the way up." Firm offers anything from simple mail campaigns to full-scale promotion. Offices located at 550 Fifth Ave., N. Y.. Plaza 7-6454.

RICHARD S. ROBBINS Co., N. Y., expanding to include functions of package agency. Firm offering TV merchandise quiz show, *My Neighbor's Name*.

PALMETTO NETWORK, chain of 14 stations in six southern states, signs three-year $474,000 contract with **CHARLES MICHELSON Inc.**, N. Y. transcription firm, for 12 programs.

Equipment . . .

ALBERT J. ROSEBRAUGH, radio sales manager for Philco Corp., Philadelphia, named manager of distribution. **JOHN J. MORAN**, special television representative of firm, named radio sales manager. **JOHN L. UTZ**, manager of Philco Atlantic division, appointed special television representative.

HOWARD L. LETTS, controller of RCA's record department, to newly created post of assistant manager of department.

A. B. CLARK, vice president Bell Telephone Labs, moved to new post coordinating all Bell System laboratory programs. **Dr. JAMES W. McREA**, director of transmission development, appointed vice president in charge of system's development organization. Other department heads, under Mr. McRea, include **G. W. GILMAN**, director of systems engineering; **G. N. THAYER**, director of transmission development, and **M. B. McDAVITT**, who continues as director of switching development.

GEORGE L. CHAPMAN, district sales manager for Magnavox, Boston, appointed assistant service manager of firm, Fort Wayne, Ind.

HENRY T. ROBERTS named vice president of Majestic Radio & Television Div., Wilcox-Gay Corp., Chicago and Charlotte, Mich., in charge of private-brand contract sales and recording product sales. He has been with J. P. Seeburg Corp. and U. S. Radio & Television Corp.

JOHN T. HOLLERAN, manager of Fort Edward Plant, General Electric Co., appointed manager of Fort Edward and Hudson Falls operations of company's transformer and allied products division, in charge of sales, engineering, manufacturing and financial operations.

COL. JOHN R. HOWLAND, director of product research Stewart-Warner Corp., Chicago, elected president Chicago Chapter Armed Forces Communications Assn.

PHILCO Corp., Philadelphia, and **CHICAGO TRANSFORMER Corp.**, Chicago, announce new transformer which saves 25% in critical materials, yet which provides improved efficiency with reduced size and weight.

BELL TELEPHONE LABS, Murray Hill, N. J., placed in operation "master timekeeper," expected to vary less than one ten-thousandth of a second per day, or a precision of one second in 30 years. Vibrations of four quartz crystals control frequency of special electric current with precision of one part in a billion. Apparatus used to monitor or regulate equipment for coaxial cable and radio relay television and telephone networks, according to company. Radio broadcast switching clocks also are controlled by device.

DAVEN Co., Newark, N. J., announces video distribution network which provides means of dividing output of single source into from one to five bridging amplifiers for video program distribution.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces channel converter designed to combat problem of signal strength losses in community master antenna systems. Unit converts higher-channel signals to low-channel band. For example if Channel 13 is operating where only other TV station is on Channel 4, converter, located at master antenna site, converts signal to Channel 2 and then transmits it through cables.

RCA Tube Div., Philadelphia, announces fingertip wrench as part of new promotion campaign. Wrenches are used when dealer or serviceman is working in "tight spots."

Technical . . .

LOUIS J. KLEINKLAUS, studio supervisor WQXR New York, appointed chief engineer. **ATHAN COSMAS** named engineer in charge of transmitters.

JACK SCOTT, KSTM Stockton; **CLAIR STARKEY**, KNBC San Francisco; **GEORGE PALMER**, KFRC San Francisco; **TOM PERATA**, KVSM San Mateo, and **PAUL SCHULZ**, engineering staff at Hunters Point, S. F., all to KSFO San Francisco engineering staff.

HOWARD ELLIOTT, WGN Chicago, to WFJL (FM) same city as chief engineer, replacing **JAMES J. KRAKORA**, who has joined Motorola.

ED BENHAM, assistant chief engineer KTTV (TV) Hollywood, on three weeks tour to study technological advances made by stations in major eastern cities.

TONY DE SALA, engineer WSIP Paintsville, Ky., to WDYK Cumberland, as engineer.

CHARLES T. ANSON, KFRC San Francisco, and **WAYNE CARSON**, KELS Kelso, Wash., to KCBS San Francisco engineering staff.

H. E. S. HAMILTON, technical liaison officer and network supervisor of engineering department Canadian Broadcasting Corp., Toronto, to civil defense co-ordinator for CBC.

EMIL TROJAK, chief engineer KMBY Monterey, Calif., **WALTER STEWART**, KJR Seattle, **RAYMOND BRADY**, Consolidated Aircraft, L. A., **DICK HAAG**, KHUB Watsonville, Calif., and **FRANKLIN ROBERTSON**, KGO San Francisco, to KPIX(TV) San Francisco engineering department.

VICTOR LEISNER, engineer WNBW (TV) Washington, resigns to go into private business.

JOSEPH W. CONN, chief engineer KTTV (TV) Hollywood, developing an 18-inch periscope lens which will allow TV cameras to shoot over closely-assembled crowds. He expects to have first lens in operation within three weeks.

ARNOLD LAKRITZ, engineer WCOG Greensboro, N. C., resigns to join Army.

THOMAS G. (Jerry) BURGESS, chief engineer-announcer KCID Caldwell, Idaho, resigns to attend Idaho State College, Pocatello.

Summer Seminar

DR. ARNO G. HUTH will conduct a "Seminar In International Broadcasting" at the New School for Social Research in New York for seven weeks beginning June 18. The seminar will be devoted to basic research and creative work and is designed for professionals and advanced students particularly interested in international relations, internatioanal information and communications.

A CHAS. MICHELSON HIT

"Blackstone MAGIC DETECTIVE"

15 MIN. TRANSCRIBED MYSTERY SHOWS

for particulars

Charles Michelson, Inc

15 WEST 47th ST., NEW YORK 19

NARTB Board Action

(Continued from page 23)

Cheyenne, Wyo. The committee is seeking to secure modification of the rules covering operators-announcers. It is working under board authorization and a $5,000 fund. Bernard Koteen has been retained as special counsel.

Other members of the committee are Marshall Pengra, WATO Oak Ridge, Tenn., and Harold Essex, WSJS Winston-Salem, N. C.

Action on the idea of weighing audience measurement techniques was taken after Dr. Kenneth H. Baker, NARTB research director, had reported on work of the Special Test Survey Committee. A special board committee earlier had reviewed findings of the test survey committee [BROADCASTING • TELECASTING, March 5].

Research Sidestepped

The board "highly commended" the special committee for its "thorough and comprehensive analysis and report on the subject of audience measurement." However, the board felt NARTB was not "an appropriate agency to pursue or sponsor the recommendations."

It went on to recognize "the confusion which exists in the field of audience measurement and the desirability of greater standardization in this area of research and is hopeful that through some appropriate agency the recommendations of the Special Test Survey Committee will be carried forward."

After that pat on the back the board left the project dangling without financial support.

The combined boards instructed NARTB staff officers "to be alert" in respect to efforts to restrict or eliminate coverage of baseball and other sports "with the objective that the opportunity of presenting such broadcasts may not be precluded by the adoption of any unreasonable restriction." Management also was directed to set up a committee of broadcasters and to offer NARTB services as a liaison group with organized baseball to work out common problems.

Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, met with the combined boards Wednesday noon. He discussed legislation designed to exempt baseball from antitrust laws. Sen. Johnson is president of the Western League and author of a bill (S 1526) designed to free baseball of antitrust measures.

NARTB's budget for the fiscal year started last April 1 was reviewed after the finance committee reported on association monetary matters. The budget was reduced from $517,000 to $511,000 as a result of the front-office realignment. The TV budget is built around a $150,000 goal, if the anticipated membership is achieved. Finance committee members are William B. Quarton, WMT Cedar Rapids, Iowa, chairman; William A. Fay, WHAM Rochester; Ben Strouse, WWDC Washington; Robert D. Swezey, WDSU-TV New Orleans; Mr. Essex.

Decision was reached to screen applicants for associate memberships carefully. A membership committee is to report back to the board before admission is granted.

IAAB Report Given

Gilmore N. Nunn, WLAP Lexington, Ky., former board member, reported on the Second General Assembly of the Inter-American Assn. of Broadcasters. He and Judge Miller were U. S. delegates to the IAAB meeting last March. Mr. Nunn urged more effective support of IAAB activities. The board commended his work on behalf of the industry and IAAB.

Judge Miller was authorized to oppose the Benton Bill (S 5179) which proposes creation of a citizens' radio and television council designed to appraise and influence programming.

Total membership of 1,461 was shown in a report submitted by C. E. Arney Jr., secretary-treasurer, a net increase of 11 active members since Jan. 19. The number of AM members increased from 953 to 968 during the period.

Stations admitted into membership were KCNO Alturas, Calif.; KDAN Oroville, Calif.; KIUN Pecos, Tex.; KSIB Creston, Iowa; KUBC Montrose, Col.; WDAD Indiana, Pa.; WDOK Cleveland; WEEB Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WMVG Milledgeville, Ga.; WWSR St. Albans, Vt.

A report by the Station Relations Dept. covering the Nov. 1-May 31 period showed the two traveling representatives called on 566 stations, of which 354 were non-members and 212 members, in 165 cities and 19 states. As a direct result, 101 stations joined NARTB.

President William B. Ryan, of BAB, reported on activities of the sales promotion agency since the February board meeting. BAB was separately incorporated last winter and is to be divorced completely from NARTB next April 1. Since last April 1 BAB has been receiving 30% of station dues, unless stations elect not to take BAB service in which case they get a 30% discount.

Ryan Commended

The board adopted a resolution commending Mr. Ryan and BAB.

Mr. Ryan reported to the board that the first job radio must do is learn the basic values of the medium. He explained radio is "selling on minimum value because it doesn't know the real value." He said original research must be done, with BAB already analyzing material supplied by audience measurement organizations.

BAB's future projects include establishment of an adequate library on radio, control tests on merchandising, and staging of sales and copy-writing clinics.

Broadcasters must do all within their power to see that their stations have the best possible programming—both commercial and public service—to awaken their respective communities to the medium's social forces, Mr. Ryan said.

As to finances, he said BAB is living within its limited income and will continue to operate that way. However, he warned that if it is to do an effective job it must have greater industry support.

A board invitation to send a BAB representative to all district meetings for sales consultations was accepted by Mr. Ryan (see district meeting story page 39).

The TV Board, which met separately Monday and Tuesday morning, joined the Radio Board Tuesday noon, with meetings closing Wednesday afternoon.

Among TV Board proceedings was a discussion of the program standards meeting to be held June 22 in Washington [BROADCASTING • TELECASTING, May 21]. FCC Chairman Wayne Coy and Sen. Johnson are to address this television session. The NARTB Research Dept. is preparing an analysis of program logs.

President Fellows was asked by the TV Board to prepare and submit to it at a June 21 Washington meeting his recommendations for staffing of the TV organization under Mr. Brown. A detailed report on TV legal and legislative activities was given by Mr. Brown, with emphasis on the FCC's proposed allocation of channels. Mr. Brown has registered as a lobbyist. His salary was set at $15,000.

TV directors will spark a video membership campaign based on personal solicitation of non-members.

Eugene S. Thomas, WOR-TV New York, presided at the TV meetings as chairman of the TV Board.

All TV directors were present except Campbell Arnoux, WTAR-TV Norfolk; Chris J. Witting, DuMont Television Network; Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth.

AM directors absent from the meetings were James D. Shouse, WLW Cincinnati, and Patt McDonald.

Next meeting of the combined boards will be held in Washington in late November or in December.

Arney's Prophesies

EARLY last year when C. E. Arney Jr., NARTB secretary-treasurer, was estimating the 1950 convention budget he figured income (registration, extra tickets, exhibit space, etc.) would total $53,000. Auditor William L. Walker has just found the income actually was $54,896. Mr. Arney estimated expenses at $47,575. They proved to be $49,839. He estimated the budget for meals at $18,500. The figure turned out to be $18,500.58.

TOPS THE FIELD

FROM 8 A. M. TO NOON

WIBA	38.0
"B"	20.3
"C"	13.5
"D"	12.1
"E"	6.5
"F"	3.0

MON. THRU FRI., JAN.-MAR. 1951
BY HOOPER

WIBA
MADISON
WISCONSIN

NBC

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 . . . ESTABLISHED 1925

Mr. Jack Pitluk
Pitluk Advertising, Inc.
San Antonio, Texas

Dear Jack:

You Texas fellers is allus inter'sted in th' biggest an' best, so lissen while I tells yuh 'bout WCHS here in Charleston, West Virginny! They's five radio stations in town, Jack, but ole WCHS has 43.1% uv th' audience 'cordin' ter th' latest Hooper! In fack, th' percentages goes up as high as 56.2% on Monday nights! An' 'member, this is jest fer th' city and immediate surroundings! Hit don't include th' big bonus audience reached 'most exclusively by WCHS' 5000 watts day an' night! Thet's th' sorta thin's folks likes you orta keep in mind!

Yrs.
Algy

IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

WCHS
Charleston, W. Va.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JUNE 7

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,276	2,239	144		269	141
FM Stations	651	532	135	1*	8	4
TV Stations	107	74	35		410	171

* On the air.

CALL ASSIGNMENTS: KDLM Detroit Lakes, Mich. (Detroit Lakes Bcstg. Corp., 1360 kc, 1 kw, day); WBAM Montgomery, Ala. (Deep South Bcstg. Co., 740 kc, 250 w, day); WLFH Little Falls, N. Y. (Rock City Bcstrs., 1230 kc, 100 w, fulltime); KEGW Englewood, Col. (The McMa Agency, 1220 kc, 1 kw, day); KABR Aberdeen, S. D. (Aberdeen Broadcast Service, 1220 kc, 250 w, day); KSFV Burbank, Calif. (Broadcasters of Burbank, 1490 kc, 250 w fulltime); KWCB Searcy, Ark. (White County Bcstg. Co. Inc., 1300 kc, 1 kw, day); WADE-FM Wadesboro, N. C. (R. P. Lyon & Son, 95.9 mc, 285 w, fulltime); WORZ-FM Orlando, Fla. (Central Florida Bcstg. Co., 100.3 mc, 18.5 kw, fulltime); WPJB Providence, R. I. (Changed from WFCI); WPJB-FM Providence, R. I. (Changed from WPJB (FM)); KATY San Luis Obispo, Calif. (Changed from KMNS); KMOR Oroville, Calif. (Changed from KDAN); KPUY Puyallup, Wash. (Changed from KPWN); KRLW Walnut Ridge, Ark. (Changed from KOCP); KWIK Pocatello, Idaho (Changed from KEIO).

* * *

Non-Docket Actions . . .

AM GRANTS

Rapid City, S. D.—The Heart of the Black Hills Station. Granted 1340 kc, 250 w, fulltime; engineering conditions. Estimated construction cost $17,500. Applicant is licensee of KDSJ Deadwood, S. D. Granted June 6.

Portland, Ore.—Bcstrs. Oregon Ltd. Granted 1410 kc, 1 kw, daytime. Estimated construction cost $9,500. Applicant is licensee of KPFM (FM) Portland. Granted June 6.

Wheatland, Wyo.—William C. Grove. Granted 800 kc, 1 kw, daytime; engineering conditions. Estimated construction cost $19,600. Mr. Grove owns 16% KFBC Cheyenne, Wyo., 11% KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., 50% KSID Sidney, Neb. Granted June 6.

Kingsport, Tenn.—Sullivan County Bcstg. Co. Granted 1320 kc, 1 kw, daytime; engineering conditions. Estimated construction cost $18,000. Cy N. Bahakel, individual owner, is licensee of WKOZ Kosciusco, Miss., WABG Greenwood, Miss. and previously held ⅓ interest in WCLD Cleveland, Miss. Granted June 6.

Hornell, N. Y.—Hornell Bcstg. Corp. Granted 1480 kc, 1 kw, daytime; engineering conditions. Estimated construction cost $19,131.23. Principals are President Maxwell V. McCarthy (20.4%), owner General Insurance and president part-owner Hornell Fruit & Vegetable Co.; Vice President Donald L. Sellers (20.4%), station manager WLEA Hornell; Secretary-Treasurer Preston M. Rittenhouse (18.4%), program director WLEA; Thomas F. Kinney (20.4%), owner men's clothing store; Kenneth J. Beckerman (20.4%), president-general manager Hornell Wholesale Grocery. Granted June 6.

Montevideo, Minn.—Midwest Bcstg. Corp. Granted 1450 kc, 100 w, fulltime; engineering conditions. Estimated construction cost $19,985. Principals are President Edmond R. Donahue (6.66%), retail jeweler; Herbert E. Nelson (25.33%), part owner KMBU Brecenridge, Minn.; Don H. Bower (25%), part owner KMBU; Tom E. Davis (25.33%), part owner KMBU. Granted June 6.

WERH Hamilton, Ala.—Granted switch in facilities from 1 kw to 5 kw on 970 kc and install new transmitter. Granted June 6.

TRANSFER GRANTS

KWEW Hobbs, N. M.—Granted assignment of license from W. E. Whitmore to KWEW Inc., owned 99.98% by Mr. Whitmore. No monetary consideration. Granted May 23.

New Applications . . .

AM APPLICATIONS

Ft. Walton, Fla.—WFTW Inc., 1490 kc, 250 w, fulltime (requests assignment of call letters WFTW); estimated construction cost $9,285; first year operating cost $25,000; first year revenue $35,000. Principals are President George E. Mead (31%), chief engineer and 10% owner of WBSR Pensacola, Fla.; Vice President and General Manager Boris Mitchell (31%), program director for WBSR; Treasurer Leonard Zepp (31%), engineer-announcer for WBSR; Secretary Kirke M. Beall (7%), attorney, formerly 10% owner of WBSR. Filed June 6.

La Grange, Ga.—Chattahoochee Bcstg. Co. Ltd., 620 kc, 500 w, daytime; estimated cost $21,680; operating cost $37,200; revenue $49,200. Partners and owners of ⅓ each are Ralph C. Freeman, president Southern Loan & Investment Co.; Cecil Crew, postmaster at Whigham, Ga.; Byron H. Hurst, continuity director and assistant commercial manager WGRA Cairo, Ga. Filed June 6.

Clovis, N. M.—Radio Station KBIM, 1310 kc, 1 kw, daytime; estimated cost $18,703; operating cost $40,000; revenue $60,000. Partners and owners of 50% each are Theodore Rozzell, owner of Rozzell Insurance Agency, and William Paul Brown, owner of Paul's Chinchilla Ranch. Filed June 6.

Rockland, Me.—Knox Bcstg. Co., 1450 kc, 250 w, fulltime; estimated cost $35,000; operating cost $35,000; revenue $40,000. (Equipment was purchased from WMTW Portland, Me. for $25,000.) Principals are President Carleton D. Brown (28%), president, general manager and 76.4% owner of WTVL Waterville, Me.; Treasurer Kennedy Crane (8.3%), controlling interest in Senter Crane department store; Charles H. Berry (8.3%), president of and controlling interest in Fireproof Garage Co.; William D. Talbot (8.3%), part owner and director of First National Bank of Rockland, Me.; Roland G. Ware (8.3%), owner Maritime Oil Co.; and 11 other Maine businessmen. Filed June 7.

Sulphur, La.—Dixieland Bcstg. Co., 1220 kc, 250 w, daytime; estimated cost $13,750; operating cost $26,000; revenue $36,000. Partners and ¼ owners are Cyril W. Reddock, ½ owner of WATM Atmore, Ala. and KDLA DeRidder, La.; John B. McCrary, ½ owner WATM and KDLA; M. A. Redmond, former teacher at Juliard School of Music; Klien Evans, chief engineer at KDLA. Filed June 7.

Ft. Walton, Fla.—Vacationland Bcstg. Co., 1260 kc, 1 kw, daytime; estimated cost $18,750; operating cost $30,000; revenue $36,000. Partners and ½ owners are Wilbur R. Powell, president and owner of Okaloosa News-Journal Co., Crestview, Fla., and Robert L. F. Sikes, former owner of same publishing company and member of U. S. House of Representatives from Florida since 1940. Filed June 7.

New Bern, N. C.—Luke H. Wetherington, 1490 kc, 250 w, fulltime; estimated cost $7,000; operating cost $48,000; revenue $60,000. Mr. Wetherington owns Airline Cab Co., Havelock, N. C. and 51% of Coastal Cab Co. Inc., New Bern. Filed June 7.

Albion, Mich.—Calhoun Bcstg. Co., 1540 kc, 250 w, day; estimated cost $16,500, operating cost $50,000, revenue $60,000. Principals are J. C. Bedient, 25%, ½ owner Albion Evening Recorder; James Moses, 25%, publisher Marshall Evening Chronicle; George W. Campbell, 16.8%, part-owner Argus Press Co., Owosso, Mich.; George T. Campbell, 16.4%, part-owner Argus Press Co.; M. H. Wirth, 16.8%, manager WOAP-AM-FM Owosso. Filed May 29.

Reedsburg, Wis.—William C. Forrest, 1400 kc, 250 w, unlimited; estimated cost $16,960, operating cost $25,000, revenue $35,000. Mr. Forrest is owner of WIBU Poynette, Wis. and WWCF (FM) Baraboo, Wis. Filed May 28.

TV APPLICATIONS

Detroit, Mich.—Booth Radio and Television Inc., Ch. 6 (82-88 mc), ERP 15.4 kw visual, 7.7 kw aural, antenna 430 feet; estimated cost $212,066.82; operating cost $285,000; revenue $300,000. Applicant is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich. Filed June 7.

Royal Oak, Mich.—Royal Oak Bcstg. Co. Inc., Ch. 62, ERP 73 kw visual, 36.5 kw aural, antenna 444 feet; estimated cost $194,000; operating cost $96,000; revenue unknown at present. Applicant is licensee of WEXL and WOMC (FM) Royal Oak. Filed June 7.

TRANSFER REQUESTS

WSB-TV Atlanta, Ga.—Assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. for $525,000. Principals in transferee: President Walter C. Sturdivant (8⅓%), president and part-owner of Montgomery Knitting Mills, Sumerville, Ga.; Vice President John O. Chiles (4⅙%), vice president and part-owner Adams-Cates Co., real estate firm; Secretary Alfred D. Kennedy Jr. (8⅓%), vice president Davidson-Kennedy Co.; Treasurer Clement A. Evans, (8⅓%), president of Clement A. Evans & Co. Inc., investment bankers; Joseph L. Morris (10%), vice president The Robinson-Humphrey Co. Inc., investment bankers; Arthur L. Montgomery (12½%), vice president Atlanta Coca-Cola Bottling Co.; Harris Robinson (12½%), president and ½ owner of Dixie Drive-In Theatres Inc. and Peachtree Drive-In Theatres; James D. Robinson Jr. (10%), president of Trust Co. of Georgia; and nine other Atlanta residents owning less than 5% each. Transfer was necessitated by merger of Atlanta Journal Co., WSB-TV licensee, and The Constitution Pub. Co., WCON-TV licensee. Filed June 1.

KVIM New Iberia, La.—Transfer of control Queen City Bcstg. Co. Inc., licensee, from G. H. DeClouet and A. P. McLachlan to Paul M. Cochran and W. H. Bland Jr. Mr. Cochran owns 25% at present and will own 85% after transfer. Mr Bland is now chief engineer for KVIM and KLFY Lafayette, La. Monetary consideration, if any, is not available. Filed June 1.

KMBY Monterey, Calif.—Assignment of license from Monterey Radio Bcstg. Co. to The Monterey Radio-Television Co. Principals and ⅓ owners are President Kenyon Brown, part-owner of KWFT-AM-FM Wichita Falls, Tex., KEPO El Paso, Tex., KGLC Miami, Okla., KBYE Oklahoma City and licensee of KWRN Reno, Nev.; Vice President and Secretary George L. Coleman Jr., president of Coleman Motors Corp., 5.5% owner of KGLC; Vice President and Treasurer Harry L. Crosby Jr., minority stockholder in KMPC Los Angeles and 5.2% owner of KGLC. Filed June 1.

WDYK Cumberland, Md.—Assignment of license from R. A. Raese to The Western Maryland Bcstg. Co., a new corporation owned 98% by Mr. Raese and 2% by James A. Avirett, attorney. Mr. Avirett pays approximately $300 for his interest. Filed May 28.

FCC Actions

(Continued from page 89)

Applications Continued:

Mod. CP new FM station for extension of completion date.

WEPM-FM Martinsburg, W. Va.—Same.

License Renewal

Following stations request renewal of license: KDIA Auburn, Calif.; KAFP Petaluma, Calif.; WESB Bradford, Pa.; WIGM Medford, Wis.

APPLICATIONS RETURNED

WFIN Findlay, Ohio—RETURNED application for CP to change ant. system.

APPLICATIONS DISMISSED

Portsmouth, N. H.—WHEB Inc. request for CP for new TV station DISMISSED at applicant's request.

June 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSTR Sturgis, Mich.—Mod. CP new AM station for extension of completion date.

License Renewal

Following stations request renewal of license: KOTN Pine Bluff, Ark.; KXRJ Russellville, Ark; WJBS DeLand, Fla.; WMOC Covington, Ga.; WKRO Cairo, Ill.; WOPA Oak Park, Ill.; WKBV Richmond, Ind.; KRIB Mason City, Iowa; WMTW Portland, Me.; WHAV Haverhill, Mass.; WLAU Laurel, Miss.; KWEW, Hobbs, N. M.; WCSS Amsterdam, N. Y.; BTA Batavia, N. Y.; WMNC Morganton, N. C.; WMOA Marietta, Ohio; KGKR Baker, Ore.; WAZL Hazleton, Pa.; WARD Johnstown, Pa.; KORN Mitchell, S. D.; KIBL Beeville, Tex.; WVEC Hampton, Va.; WVVW Fairmount, W. Va.

CP Amended

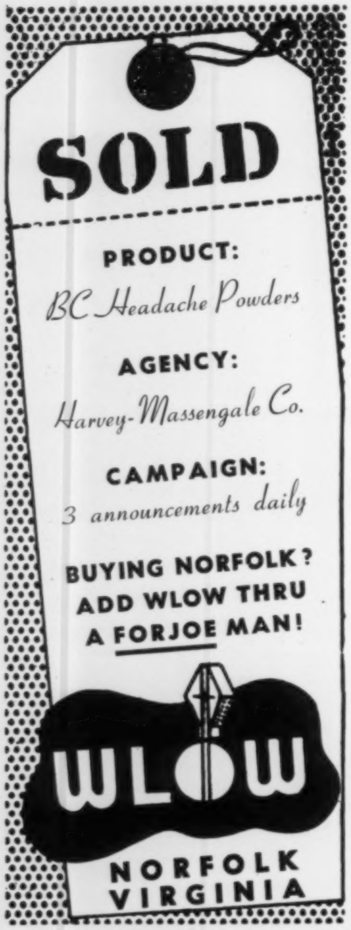
New Brunswick, N. J.—Home News Pub. Co. CP for new TV station AMENDED to change from Ch. 8 (180-186 mc) ERP .54 kw vis. .27 kw aur. to Ch. 47 (674-680 mc or 704-710 mc) ERP 14.4 kw vis. 7.4 kw aur. antenna 440 ft.

APPLICATIONS RETURNED

Wallace, N. C.—RETURNED Duplin Bcstg. Co. application for CP new AM station on 1400 kc 250 w unl. (Contingent on WGBR relinquishing facilities.)

WSIR Winter Haven, Fla. — RETURNED application for license renewal.

WCOH Newnan, Ga.—RETURNED application for license renewal.



SOLD

PRODUCT:
BC Headache Powders

AGENCY:
Harvey-Massengale Co.

CAMPAIGN:
3 announcements daily

BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!

WLOW
NORFOLK
VIRGINIA

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Transit Radio

(Continued from page 25)

approval of transit FM by "most passengers . . . would not be important, since the will of the majority cannot abrogate the constitutional rights of a minority."

- Transitcasts "deprive objecting passengers of liberty without due process of law . . . service that violates constitutional rights is not reasonable service."

Judge Edgerton noted that the opinion applies to "commercials" and "announcements" and that the court is "not now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights."

Legal lights generally agreed that the term "announcements" is construed to include news briefs, weather forecasts and other 'voice" descriptions, and pointed out that, while a sharp delineation was not drawn, the end effect of the ruling is the same in view of need for revenue sources.

Transit Riders Assn. was represented in its appeal by Paul Segal, of the Washington law firm of Segal, Smith & Hennessey; Washington Transit Radio Inc. by W. Theodore Pierson of Pierson & Ball. Two other attorneys—Franklin S. Pollak, a Justice Dept. lawyer, and Guy Martin—backed the anti-transitcasting faction, though their appeals were withdrawn before the case went to the Court of Appeals.

In announcing a decision to appeal, Mr. Strouse noted that the PUC "as a body of experts determined that Transit Radio is in the public interest" and that the decision was upheld by the District Court whose Judge Edward A. Tamm dismissed three suits by Transit Riders Assn., two by Messrs. Pollak and Martin, and another by Paul N. Temple. PUC earlier had dropped its own investigation [BROADCASTING • TELECASTING, June 5, 1950].

"The decision is so broad that it not only challenges transit radio broadcasts but is an implied challenge to all industry supported by commercial advertising," Mr. Strouse charged. "Because of this, we have no alternative but to take our case to a fourth tribunal, the Supreme Court of the United States, for determination as to which of the three tribunals [PUC, District Court and Court of Appeals], thus far deciding, are correct."

Mr. Strouse told BROADCASTING • TELECASTING that, because of the far-reaching ramifications of the decision, Storecasting and other specialized services may be affected, should the high chamber sustain the Court of Appeals.

At least two attorneys, however, felt that the general principle was the same but that different factors were involved—principally that of the so-called "captive audience."

Thomas Dowd, attorney at Pierson & Ball, doubted whether the decision, if finalized by the higher tribunal, would have any effect on Storecasting or other specialized services, since the appeals body based its opinion on "forced listening."

Concept Held Broad

Lawyers stressed particularly that the "concept of government action" is so much broader than heretofore that it could easily be a small step toward the banning of car card advertising and other commercial media.

One attorney, who asked that he not be identified, posed the question of whether a single-TV station market, also involving a government franchise, might not operate with FCC authorization to a so-called captive audience.

Attorney Segal interpreted the ruling to include all announcements including commercials, weather reports and newscasts, but doubted that it would have any future impact on specialized services. In the case of Storecasting, he pointed out the customer is free to enter any store and that the "captive" element is not involved.

Mr. Segal, representing the anti-transit radio faction, reiterated its position that the service "is bad for commercial radio" on grounds it antagonizes listeners who in their homes listen to radio fare without compulsion.

Compliance of transit FM with FCC's Rules & Regulations has been under study for many months. It was indicated last week, however, that the Commission would await SCOTUS action before releasing its study. Some FCC authorities indicated informally that Storecasting and Functional Music, in which FM also is involved, probably would not be affected by any high court ruling and, thus, in any Commission procedure.

Out of 650-plus FM outlets on the air, approximately 15—including WRLD (FM) Miami Beach, Fla.; KFDC (FM) Sausalito, Calif.; WFMF (FM) Chicago; WACE-FM Chicopee, Mass., and WEAW (FM) Evanston, Ill.—hold or have held contracts for functional music service. About 10 stations have agreements for Storecasting operation.

Steady TR Growth

Transit Radio Inc., the parent firm which holds contracts with stations in 14 cities, has grown steadily in the past three years, with a $1.5 million investment in equipment, stock and other items. Local stations realize a combined gross revenue of approximately $1 million from transit advertising, according to Mr. Crisler.

The TR president said he has talked with stations in local markets and that they will continue operation pending a decision on the appeal. Advertisers, he claims, are "extremely sympathetic" with Transit Radio over the ruling and many feel it received a "raw deal," he reported. Virtually none have cancelled contracts because of the decision, he added, and success stories still are reported.

Stations and cities which currently hold franchises (excluding those now temporarily suspended) include: KXOK-FM St. Louis; WWDC-FM Washington; WKRC-FM Cincinnati; KCMO-FM Kansas City, Mo.; WJHP-FM Jacksonville, Fla.; WKJF (FM) Pittsburgh; KTNT (FM) Tacoma, Wash.; WGTR (FM) Worcester, Mass.; WTOA (FM) Trenton, N. J.; KBON-FM Omaha; WBUZ (FM) Bradbury Heights, Md.; WPLH-FM Huntington, W. Va.; WAJL (FM) Flint, Mich.; WIZZ (FM) Wilkes-Barre, Pa.

In virtually all cities—save possibly New York and Chicago where two or more firms overlap routes—one company dominates transportation service, a primary factor which the Court of Appeals took into consideration.

The functional music phase has cropped up in FCC's study contending that "beep" operations are a violation of the Commission's Rules and Regulations [BROADCASTING • TELECASTING, May 21, 7, April 16].

No Effect Seen

Stanley Joseloff, president of Storecast Corp. of America, felt the transit radio decision will not affect Storecasting. "We're riding a different bus," he said. "There's nothing captive about our audiences." Shoppers, he points out, unlike transit riders, are always free to go to a competing store if they do not like music. He also points out that the stores know pretty well what type of music their patrons like, and stresses that store volume has increased with addition of music.

His organization, he says, is servicing about 650 supermarkets in five areas (usually several communities in each area). The stations are: WMMW-FM Meriden, Conn.; WGHF(FM) New York; WIBG-FM Philadelphia; KQV-FM Pittsburgh, and WFMF(FM) Chicago.

NARTB SUPPORT

Voted for FM Services

SPECIALIZED FM services will receive the protection of NARTB under a resolution unanimously adopted last week by the association's Radio Board.

The resolution was introduced by Frank U. Fletcher, WARL-FM Arlington, representing FM stations on the board. The president and general counsel of NARTB are authorized to take all reasonable steps to retain the opportunity of engaging in such services as Storecasting, functional music and transit FM.

While the Federal Court decision banning commercial transit FM [BROADCASTING • TELECASTING, June 4] was not mentioned specifically, the resolution calls for participation in court or FCC proceedings. It referred in specific terms, however, to the FCC policy statement construing use of beep signals to control special FM services as a violation of the Communications Act.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Meridian

I LIKE THE WIDE OPEN SPACES

On Records: Arthur Godfrey-Laurie Anders—Col. 39404; Art Lund — MGM 10978; Jimmy Wakely—Cap. 1534.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Available!

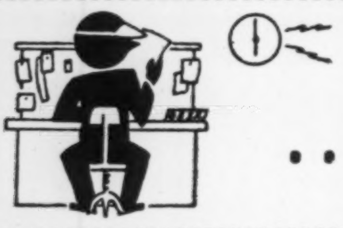
Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas



...at deadline

TRUST FUND CREATED IN G. A. RICHARDS WILL

WILL of late G. A. (Dick) Richards and two codicils set up trust fund for Mrs. Rozene Richards Moore, daughter, of Detroit, and other relatives. Filed late Thursday for probate in Los Angeles Superior Court, will is dated June 25, 1948 and codicils July 14, 1948, and May 13, 1950. Mr. Richards, principal owner of Richards stations, died May 28 [BROADCASTING • TELECASTING, June 4].

All personal effects bequeathed to widow, Mrs. Frances S. Richards of Beverly Hills. Bequests of $10,000 each made to four sisters: Florence Richards, Clarinda Richards, Stella W. Richards and Mrs. Helen R. Watkins, all of Poughquay, N. Y. Sister-in-law, Mrs. Marguerite Richards, Kansas City, willed $5,000.

Remainder of estate placed in trust with Walter S. McLucus, Detroit banker, and L. R. Jackson of Akron, president, Firestone Tire & Rubber Co.

HOPE RISES FOR ASCAP ACCORD OUT OF COURT

HOPE that satisfactory arrangements for use of ASCAP music on TV may be secured without legal action rose last week with announcement that negotiations between society and All-Industry TV Per Program Committee would be continued for two weeks to permit collection and examination of further data from TV stations on which a formula for payments for music rights might be based.

Applications prepared by committee counsel for filing with federal court in New York today (June 11) asking for fair and equitable rates to be set for TV use of ASCAP tunes will now be held up at least until June 25. Meanwhile, video station operators may continue to use ASCAP music under interim agreement terms without fear of infringement suits.

UHF TV OPERATION

(Continued from page 4)

delivers higher signal to compensate, hence comparable service possible.

New cameras and transmitters indicated to be readily adaptable to CBS field sequential color system. Interchangeability of GE units with those of other makes also pointed out. Host of other new VHF-UHF transmitting, antenna and studio equipment described and shown.

Complete costs for all station equipment outlined, with costs of transmitter-antenna combinations given as follows: VHF Channels 2-6 (100-kw ERP), $140,000; VHF Channels 7-13 (200-kw ERP), $134,000; UHF Channels 14-78 (200-kw ERP), $125,000. Complete studio installation: Relatively small installation, $38,779; medium installation, $114,655; relatively large installation, $195,186.

Heart of new UHF transmitter is klystron tube developed by Varian Assoc. of California in conjunction with GE. Tube heretofore has been used only in narrow-band transmission. Simplicity of design of tube and transmitter said to account for low cost.

RADIO ANTI-GAMBLING BILL OFFERED BY 'CRIME' GROUP

FAR-REACHING measure affecting broadcast of gambling information introduced in Senate Friday by members of Senate Crime Investigating Committee.

Bill would (1) make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding new section to U. S. Criminal Code, and (2) extend present criminal law against broadcasting lottery information or advertisements to include other "gambling enterprises."

Crime Committee Chairman Herbert R. O'Conor said bill would help curtail illegal gambling activities of "big-time gamblers and racketeers." Legislation is of crime committee series, of which broadcast-exempt anti-gambling bills introduced fortnight ago were part [BROADCASTING • TELECASTING, June 4].

KEFAUVER PROPOSES CONGRESS-CABINET TV QUIZ

SEN. Estes Kefauver (D-Tenn.) proposed Friday that Congress change its rules to permit its members to cross-examine Cabinet officers every two weeks on television.

He also advocated putting as many Congressional hearings as possible on TV. Sen. Kefauver pointed out that telecast hearings of his crime investigating committee showed public's great interest in what Congress does.

FCC HALTS LOCAL GRANTS ON REGIONAL CHANNELS

CLASS IV (local) assignments on regional channels would be stopped under proposed rule making announced last Friday by FCC. The 20 Class IV stations, mostly 250-watters, already on regional frequencies will not be required to change frequency or increase power. Comments will be received by Commission on or before July 16.

Commission noted assignment of stations with less than 500 w to regional channels is inconsistent with FCC's basic allocation plan and tends to inefficient utilization of frequencies.

ABC UPS O&O TV RATES

ABC, which cut radio time costs few weeks ago, will increase network evening hour rates on all its O&O television stations effective Aug. 1, Slocum Chapin, O&O station vice president, announced Friday. Evening hourly rates at WJZ-TV New York go from $3,100 to $4,000; at WENR-TV Chicago from $1,650 to $2,000; WXYZ-TV Detroit, $1,100 to $1,350; KECA-TV Los Angeles, $1,650 to $2,000; KGO-TV San Francisco, $600 to $850.

HUDSON'S RADIO PULL

PRIME evidence of radio's pulling power, even in TV stronghold like New York, cited by WOR New York Friday in reporting that one-time offer of Hudson paper napkins on John Gambling's *Musical Clock* on WOR Thursday morning had reaped estimated 75,000 responses by Friday afternoon. Offer was part of Hudson Pulp & Paper Corp. test to determine whether radio or TV gives it better results.

Closed Circuit

(Continued from page [illegible])

ABC would be 5:30-5:55 p.m., Monday, Wednesday and Friday, for its *Mark Trail* program, sponsored by Kellogg corn flakes and Pep, and 5:55-6 p.m., three times weekly, for its *Victor Borge* show underwritten by Kellogg's Gro-Pup. Kenyon & Eckhardt, New York, is agency.

WASHINGTON rounds were made last week by top brass of ABC and United Paramount Theatres in connection with projected merger (story page 29). In group were Leonard H. Goldenson, UPT president; Robert H. O'Brien, UPT secretary-treasurer, who will become executive vice president of radio-TV division under merger; Robert H. Kintner, ABC president, and Robert H. Hinckley, ABC vice president.

IN RE ABC-United Paramount fusion, it can be reported that government sources were assured that combined group has no present intention of divesting itself of AM network. On contrary, its plan is to expand and strengthen that operation as well as TV.

JACOB A. EVANS, manager of sales development, advertising and promotion in NBC's National Spot Sales Dept., slated for post of manager of radio advertising and promotion as successor to George Wallace, who is resigning to join *Readers' Digest International.*

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, New York, is resigning to form new firm of Armstrong, Gannon & Assoc., which will specialize in industrial public relations accounts. Spencer Armstrong is director of Opinion Leaders of America.

SEN. HOMER CAPEHART (R-Ind.) plans to talk to Federal Reserve Board officials in effort to get Regulation W relaxed for specified periods of time in manner RTMA recommended before Senate Banking & Currency Committee (see story, page 46). Sen. Capehart believes regulation ought to be relaxed and made "realistic" to give businessman chance and put people back to work.

BAB's basic presentation on radio values to be prepared by Dick Dorrance, Mutual's new director of public relations and press information. Mutual, which has come out strongly for more fundamental research to show radio's worth, has given its blessing.

WCUO (FM) SUSPENDS

STOCKHOLDERS of WCUO (FM) Cleveland, operated by UAW-CIO Broadcasting Co., voted to authorize officers to discontinue operations June 15-Aug. 15 while exploratory moves are made to determine if renewed operations are economically feasible.

WARD ELECTED BY FAB

FLORIDA Assn. of Broadcasters late Friday in Jacksonville elected S. O. Ward, WLAK Lakeland, president; L. Herschel Graves, WTAL Tallahassee, first vice president; George W. Thorpe, WVCG Coral Gables, second vice president, and John B. Browning, WSPB Sarasota, secretary-treasurer.

NBC ORDERS TEXAS LINK

NBC last week ordered from AT&T fulltime TV circuits connecting Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with present intercity TV network.

CALLING ALL CUSTOMERS IN RICHMOND?

6 1 1
8
5
WMBG AM
WTVR TV
WCOD FM

Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company